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Cabinet
Thursday, 3 February 2022, 10.00 am, County Hall

Membership
Councillors:
Cllr Alan Amos, Cllr Marc Bayliss, Cllr Matt Dormer, Cllr Simon Geraghty (Chairman), Cllr Adrian Hardman (Vice Chairman), Cllr Marcus Hart, Cllr Adam Kent, Cllr Karen May, Cllr Tony Miller and Cllr Andy Roberts

Appendices Supplement

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worcestershire county council

Bus Service Improvement Plan

2021

Foreword

By Councillor Alan Amos

Cabinet Member with Responsibility for Highways & Transport

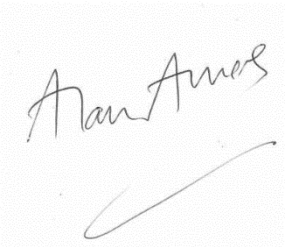
Profile image for Councillor Alan Amos

I am delighted to present Worcestershire County Council's Bus Service Improvement Plan (Bus Service Improvement Plan) which complements our Passenger Transport Strategy 2019 and demonstrates our commitment to 'Bus Back Better' the National Bus Strategy.

Worcestershire is a growing and developing County and our public transport network must reflect that with the provision of excellent transport links and connectivity to key areas and attractions, to employment, education, healthcare, shopping and leisure, which you've told us are your priorities. Only then will we truly start to think about moving away from private cars in favour of buses. Our ambitious Plan lays the groundwork for this and outlines our promise to deliver more frequent, reliable, integrated services.

The last 18 months in the Pandemic has had a huge impact on all of us and during this time bus patronage has seen a steep decline. Our Bus Service Improvement Plan aims to change that through the development of solutions to provide an environmentally sustainable, accessible and fully integrated transport network. We will be ready for the future.

This is an exciting time for Worcestershire. We will continue to work closely with our transport operators to deliver real benefits for our residents, businesses and visitors to our beautiful County. I hope you'll join me in supporting the delivery of the Bus Service Improvement Plan.



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Summary

Passenger Transport services form the 'backbone' of Worcestershire's transport network. It is widely recognised that the most successful economies boast strong, well-integrated passenger transport networks which enable the efficient movement of people. This is particularly important in growing economies such as Worcestershire, where significant growth is planned

Worcestershire has seen many changes to bus services over the years, reflecting the difficulties that operators have in identifying and maintaining profitable services.

In 2019 and following extensive consultation, Worcestershire County Council launched its Passenger Transport Strategy. The Strategy focusses on road and rail passenger transport services within Worcestershire, including Home to School, bus, taxi, Community Transport, and other community-based bespoke transport initiatives.

Core to the strategy is the enhancement and improvement of passenger transport across Worcestershire. Worcestershire County Council is committed to working closely with transport providers to provide a service that our residents, visitors and businesses need and expect.

Worcestershire's Bus Service Improvement Plan recognises that the "Build Back Better" National Bus Strategy complements its own Strategy and presents an opportunity to develop a long term sustainable and enhanced network. To build upon these and truly meet our goals, these foundations require robust and dependable implementations of policy, technology, and innovation.

Worcestershire County Council has demonstrated its ability to deliver innovative solutions to the transport network. We want to deliver an enhanced experience for public transport users and encourage them to move towards a more environmentally sustainable, accessible, and truly integrated transport network as an alternative to their personal vehicles.

Working in partnership, we will:

- Deliver on national Bus Strategy principles;
- Deliver the Worcestershire Passenger Transport Strategy aims and objectives;
- Provide a transformational programme of measures to deliver a sustainable quality of service that our residents, visitors and businesses require and expect.

1. Overview of Worcestershire's Bus Service Improvement Plan

The following sections provide the context of Worcestershire's ambitious Bus Service Improvement Plan

1.1 National Bus Strategy

On 15th March 2021, the Government published its National Bus Strategy for England "Bus Back Better", announcing £3b transformational funding for those authorities that engage in the Strategy.

Its central aim is to get more people travelling by bus. The first step is to get overall patronage back to its pre-COVID-19 level, and then to exceed it. The only way to achieve this is to make buses a practical and attractive alternative to the car for more people. To achieve the goal, the Strategy will make buses more frequent, more reliable and provide clearer information; this co-ordinated approach will increase patronage and reduce car usage.

"Bus Back Better" sets out a significant step change in the Government's approach to funding and delivering the bus network. Whilst the market remains deregulated, a more co-ordinated partnership approach between operators and local authorities is now required. The Strategy makes clear that there is a commitment to long term increased funding for bus services, both for Local Authorities and bus operators alike. However, access to funding streams is conditional on the Council having a Bus Service Improvement Plan and entering either an Enhanced Partnership (EP) or franchising arrangement to deliver the objectives set out in the Bus Service Improvement Plan.

1.2 Worcestershire Bus Service Improvement Plan

Our Bus Service Improvement Plan covers Worcestershire and sets out the Local Transport Authority's ambition to promote the use of buses across the County.

The Department for Transport (DfT) guidance outlines that a Bus Service Improvement Plan must be produced by upper-tier authorities. As an upper tier Local Authority, Worcestershire County Council (Worcestershire County Council) has produced a single Bus Service Improvement Plan covering the full extent of its area. This approach reflects the fact that a number of services within Worcestershire are reliant upon varying degrees of financial support from the County Council. The plan also acknowledges our cross-boundary services with adjacent Local Authorities.

In this document, we will demonstrate interventions that have been considered to attract lapsed, existing, and new users and reverse the steep decline in patronage that has been witnessed within Worcestershire. This Bus Service Improvement Plan also recognises the severe impact of the Covid-19 Pandemic which has negatively impacted passenger demand.

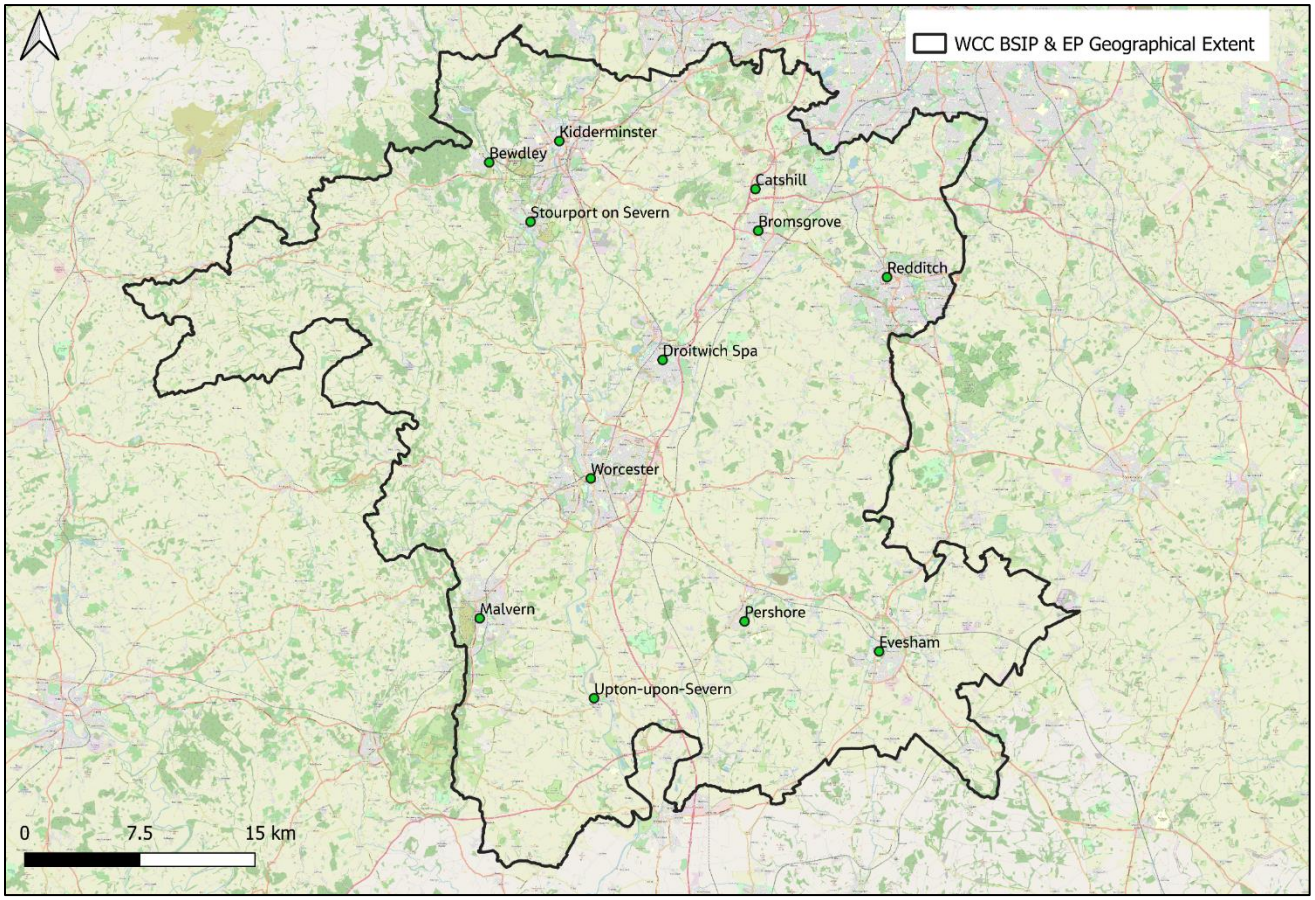
Post-Covid, this Bus Service Improvement Plan seeks to initially stabilise the bus network, alongside the short, medium and long-term aspirations to improve Worcestershire's bus transport network. Plans and policies will drive improvement in the local bus market and support the development of infrastructure improvements. Worcestershire's Bus Service Improvement Plan approach includes addressing congestion hotspots, increasing frequency of services with a particular focus on access to local centres and reviewing fare structures within the County.

This document has been developed in collaboration with local bus operators, Community Transport bodies, local businesses/services and other relevant Worcestershire County Council stakeholders.

Notwithstanding this, it is also recognised that cross-boundary services are also present. Therefore, collaboration with neighbouring authorities has been conducted to resolve any potential cross-boundary issues.

In accordance with the published guidance, this Bus Service Improvement Plan covers the full geographical extent of Worcestershire, including all local bus services within it (including cross-boundary services) and considers the varying needs of different parts of the County. Worcestershire will also be covered by an enhanced partnership scheme coordinated between Worcestershire as the Local Transport Authority (LTA) and local bus operators in accordance with the National Bus Strategy.

Worcestershire Bus Service Improvement area



Worcestershire Enhanced Partnership and Bus Service Improvement Plan extents covers all of Worcestershire County

1.3 Commitment to an Enhanced Partnership

An Enhanced Partnership is a statutory partnership between an LTA and their local bus operators. This partnership sets out how collaboratively the LTA and local bus operators (and related local businesses) will work together to deliver Bus Service Improvement Plan outcomes in the defined geographical area. On 29th June 2021, Worcestershire County Council's Economy & Infrastructure Directorate's Leadership Team confirmed their approval to proceed with the development of an Enhanced Partnership.

Worcestershire County Council is committed to entering an Enhanced Partnership with Local Operators by the end of March 2022.

1.4 Bus Service Improvement Plan Duration

The Bus Service Improvement Plan is designed as a living document and will be subject to an annual review. An update report on progress against targets will be created every six months

1.5 Transport Policy Overview

Worcestershire County Council has developed a Passenger Transport Strategy to support Worcestershire's Local Transport Plan 4 (LTP4). This was agreed by Cabinet in 2019. The overarching objective of this Strategy is to ensure that residents and visitors can access services and facilities which contribute to a good quality of life.

The County Council consulted with residents and stakeholders on the Worcestershire Passenger Transport Strategy to fully understand the contribution that these services make to the local economy, and their value in terms of employment, education/training, health care, shopping, social and leisure activities. The survey ran from 13th June 2019 to 13th September 2019 and received a total of 2,505 responses. The Worcestershire Passenger Transport Strategy has been used to develop this Bus Service Improvement Plan, and a high-level summary of the results of consultation are included within this document.

2. Worcestershire County Area

2.1 Worcestershire County

Worcestershire is located on the south-western fringe of the West Midlands conurbation and includes six districts: Bromsgrove, Malvern Hills, Redditch, Worcester, Wychavon, and Wyre Forest.

The physical nature of Worcestershire is diverse, with the urban area of the City of Worcester and towns that include Bromsgrove, Droitwich, Evesham, Kidderminster, Malvern, Pershore and Redditch, and significant areas of hinterland.

Redditch	Bromsgrove	Wyre Forest	Malvern	Wychavon	Worcester
Redditch	Bromsgrove	Kidderminster	Malvern	Evesham	Worcester
		Stourport on Severn	Tenbury Wells	Droitwich Spa	
		Bewdley	Upton upon Severn	Pershore	

Towns in each district in Worcestershire County Council (organised by smallest to largest, from left to right)

Based upon the Office for National Statistics Rural-Urban Classification 2011, presented in Office of National Statistics, Urban/ Rural Classification (2011): County table for Worcestershire, this shows that 86% of the County is rural in nature, with 54% of the county classified as 'rural hamlets and isolated dwellings', a further 28% classified as 'rural village'.

Worcester has the highest proportion of urban area (98%) followed by Redditch (57%), while 93% of Malvern Hills is rural.

ONS classification, 2011	Area (sq. km)	Percentage of County
Rural hamlets and isolated dwellings	933.8	54%
Rural town and fringe	69.3	4%
Rural village	496.1	28%
Urban city and town	226.5	13%
Urban major conurbation	14.9	1%
County	1740.6	100%

Office of National Statistics, Urban / Rural Classification (2011): county

Although predominantly rural, over 85% of the County's population live in the urban areas or on key inter-urban corridors. The County has a lower proportion of young adults than is seen regionally and nationally; 19% of people are aged 65 or over. There are a higher proportion of older people in the more rural districts, such as Malvern Hills.

2.2 Policy Overview

2.2.1 Worcestershire Local Transport Plan 4 2018 - 2030 (LTP4)

Worcestershire's LTP4 (adopted in November 2017), focusses on supporting growth through delivery of an efficient transport network, whilst minimising the impact of transport on the environment.

The Wyre Forest district is located west of the County and is made up of largely rural settlements, the largest of these being Wolverley and Chaddesley Corbett. Although the region does not benefit from access to the motorway network, it has good connections with the Black Country and wider West Midlands Conurbation to the north, and Worcester to the South, provided by the principal road network, made up of A448, A449, A450, A451,

A4456 and A4025. Worcestershire County Council and Wyre Forest District are working to deliver benefits for local people and their strong track record will help deliver solutions to the challenges faced in Wyre Forest:

- To relieve congestion;
- To improve journey time reliability;
- To deliver transport schemes to mitigate the effect of the local plan to accommodate development growth; and
- To improve all aspects of road safety.

To implement these improvements, proposed transport schemes will be grouped into the following packages: Wyre Forest Strategic Transport (WFST) Schemes; Kidderminster (K) Package; Stourport-on-Severn (S) and Bewdley (BE) Package.

North-East Worcestershire is made up of the largely rural District of Bromsgrove and Urban Borough of Redditch, with 71% of the population living in these two towns. The area benefits from good access to the National Strategic Road Network, including the M42, A46 and M5. The A38, A491 and the A435 make up the primary local network. As the area is characterised as green belt, most of the future growth will be concentrated around urban centres. Currently in North-East Worcestershire, 66% of working residents drive to work, 3% catch the train, 12% work from home, 8% walk or cycle, 6% use other modes, and only 5% catch the bus. This is particularly important as there is a large employment flow out to Birmingham, Stratford-upon-Avon and Solihull.

Worcestershire County Council, Bromsgrove District Council and Redditch Borough Council also have a strong track record of delivering benefits for residents. This is evidenced through transport enhancements already delivered, for example a new rail station delivered in Bromsgrove and the refurbishment of Bromsgrove Town Centre. In North-East Worcestershire the main transport challenges will be:

- To enable and promote growth;
- To relieve congestion;
- To tackle air quality;
- To enhance transport network reliability and resilience; and
- To improve all aspects of road safety

To implement these improvements, proposed transport schemes will be grouped into the following packages: North East Strategic Transport (NEST) Schemes; Redditch (R) package; Bromsgrove (BR) Package.

The area of South Worcestershire is made up of the rural districts of Malvern Hills, Wychavon and the City of Worcester. This area of Worcestershire has good transport links to the West Midlands Conurbation, but 70% of working residents work in the area. In South Worcestershire, 61% of working residents drive to work, 15% work from home, 13% walk or cycle, 3% catch the bus, 2% take the train and the remaining 6% get to work by other modes.

The largest employment outflows from South Worcestershire are to Birmingham and other Worcestershire Districts. Worcestershire County Council, Malvern Hills District Council, Worcester City Council and Wychavon District Council also have a strong track record of delivering benefits for residents. This is evidenced through transport enhancements already delivered, for example major investment in improving the condition of roads in South Worcestershire. In South Worcestershire the main transport challenges will be:

- To relieve congestion:
- To enable and promote growth;
- To enhance journey time reliability;

- To address deteriorated ambient air quality; and
- To improve all aspects of road safety.

In order to augment improvement in these areas, proposed transport schemes will be grouped into the following packages: South Worcestershire Strategic Transport (SWST) Schemes; South Worcestershire Active Travel Corridor (SWAT) Schemes; Droitwich Spa (D) Package; Vale of Evesham (E) Package; Malvern (M) and Tenbury Wells (T) Package; Pershore (P) Package; Worcester City (W) Package.

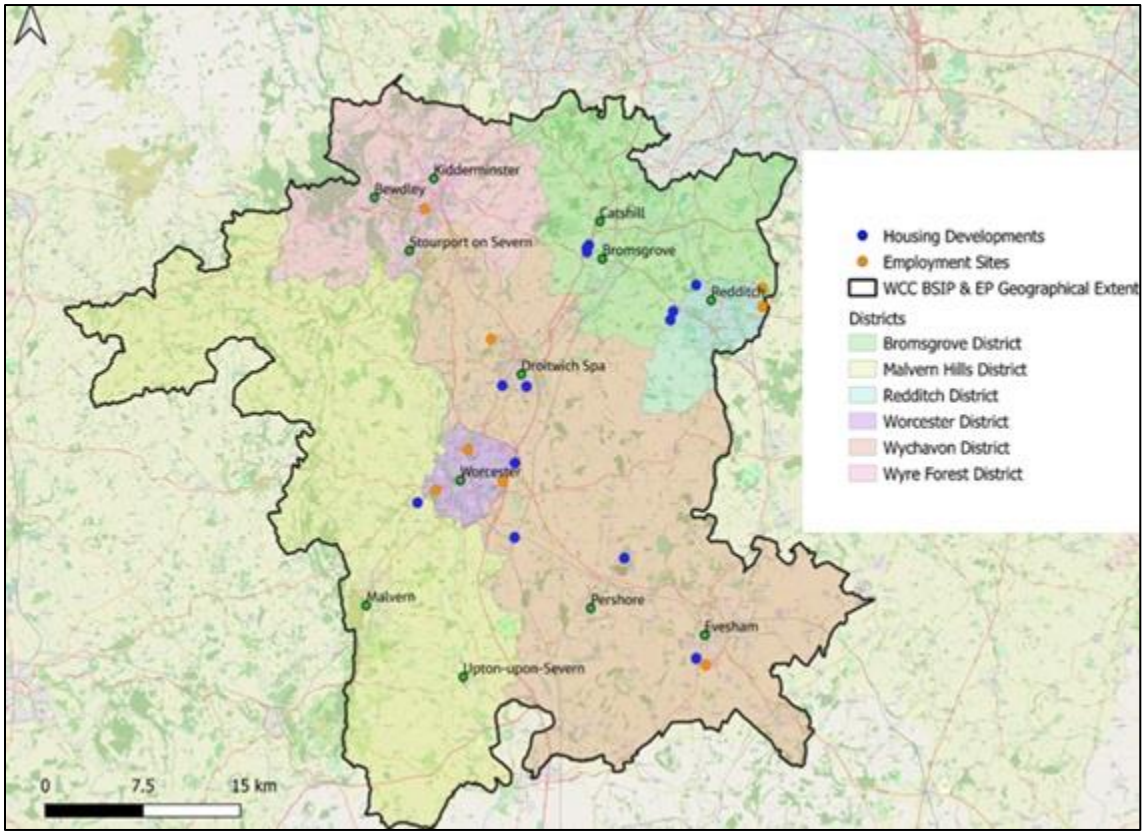
The table below highlights the countywide challenges

Challenges	Redditch Borough and Bromsgrove District	Malvern Hills District, Worcester City and Wychavon District	Wyre Forest
To enable and promote growth	X	X	X
To relieve congestion To enhance transport network reliability and resilience	X X	X	X
To enhance journey time reliability		X	X
To tackle air quality	X	X	
To improve all aspects of road safety	X	X	X
To deliver transport schemes to mitigate the effect of the local plan to accommodate development growth	X	X	X

2.2.2 Growth in Worcestershire County Council

The demand and desire for housing in Worcestershire continues to grow. Local Plans have targets demonstrating how they intend to fulfil the demand. Across Worcestershire, the aim is to have 47,200 new homes by 2030.

The West Midlands Combined Authority (WMCA) have a Strategic Economic Plan (SEP) which encompasses Bromsgrove and Redditch. They have an ambitious target to provide 1.9 million homes and 500,000 jobs by 2030.



Map of proposed housing and employment sites in Worcester

Proposed Housing Sites in Worcester are shown in the map above shows new and proposed housing and employment developments across Worcestershire. It is apparent that there is a concentration of growth around main towns, such as Redditch, Bromsgrove, Evesham, Droitwich Spa, and Worcester City Centre. Most proposed major housing developments are located on the edge of these urban centres. In terms of employment growth, such developments follow a similar pattern to that of housing developments. Many large-scale employment sites are located close to new and proposed major developments. Overall, the majority of growth across Worcestershire is concentrated around the centre and north eastern corner of the County.

2.3 Passenger Transport Strategy

The Worcestershire Passenger Transport Strategy took a strategic and holistic view of all public and community transport provision, including home to school transport arrangements, fares and ticketing, concessionary travel, infrastructure and information, together with further integration of transport modes. The Strategy was informed by a Passenger Transport Review of needs and demands (including future development), together with an assessment of how well these are met by current services.

Worcestershire County Council's Passenger Transport Strategy delivers the following outcomes:

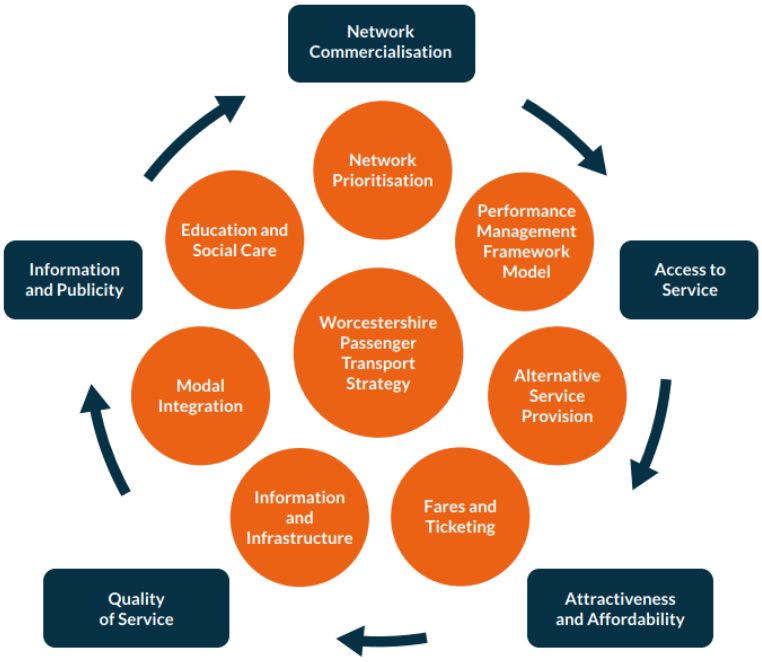
- Provision of a network which offers access to key services (rural and urban);
- A sustainable passenger transport network;
- A robust procedure for determining financial support for services; and
- Implementation of relevant parts of the Bus Services Act 2017 which will benefit Worcestershire's residents.

Worcestershire County Council's Passenger Transport Strategy includes the following strategic aims:

- ***Network commercialisation***: A commitment to developing and enhancing the ability for operators to provide their services commercially (without financial support from the County Council);
- ***Access to services***: To provide good network coverage, operating times, frequency of the service and network integration. To provide sustainable transport operations;
- ***Attractive and affordable services***: it is essential that transport services' costs are competitive and technology will play a key role in achieving this aim;
- ***Quality of service***: Recognition that quality of service is essential in delivering successful passenger transport services;
- ***Publicity and information***: Essential that good information is available and fully inclusive

The Strategy also includes the following more detailed objectives which support achievement of the strategic aims:

- ***Home to school and social care transport***: this objective will provide an opportunity to review current provision and enhance integration where appropriate
- ***Network prioritisation***: this objective focuses on where Worcestershire County Council will prioritise resources and ensure best value; this also places emphasis on the commercialisation of the network
- ***Performance Management Framework Model***: performance of services is essential in terms of achieving best value with funding available and it is recognised that new ways of thinking are required: this enables services to be ranked for both existing and future service provision; the prioritisation of customer journeys formed an important part of the consultation
- ***Alternative service provision***: this objective considers other services which can complement the network
- ***Fares and ticketing***: this objective look at ticketing options which allows passengers to undertake their journey using more than one form of transport: this will take account of available new technology
- ***Information and infrastructure***: this objective ensure information is provided in the most appropriate way and considers the requirements of the Bus Services Act (2017). We will also look at appropriate levels of infrastructure provision (e.g., Bus shelters) across the network
- ***Modal integration***: this objective focuses on the need to consider all methods of passenger transport to achieve improved integration; this includes consideration of accessibility of services and cost-effective passenger transport options



Aims (blue) and objectives (orange) of the Worcestershire Passenger Transport Strategy (2019-2030).

2.4 Worcestershire Demographics

2.4.1 Strategic Transport Evidence Base (STEB)

Jacobs were commissioned by Worcestershire County Council to produce a Strategic Transport Evidence Base, from here on referred to as STEB within the report.

The STEB consists of three products, namely:

- A GIS tool – built using an ArcGIS platform;
- A spreadsheet tool – built within Microsoft Excel; and;
- Reporting.

Each of these products are interlinked and contain significant volume of detailed data, which include:

- Multi-modal transport data;
- Safety data;
- Accessibility profiling;
- Spatial and socio-demographic profile;
- Development and Growth;

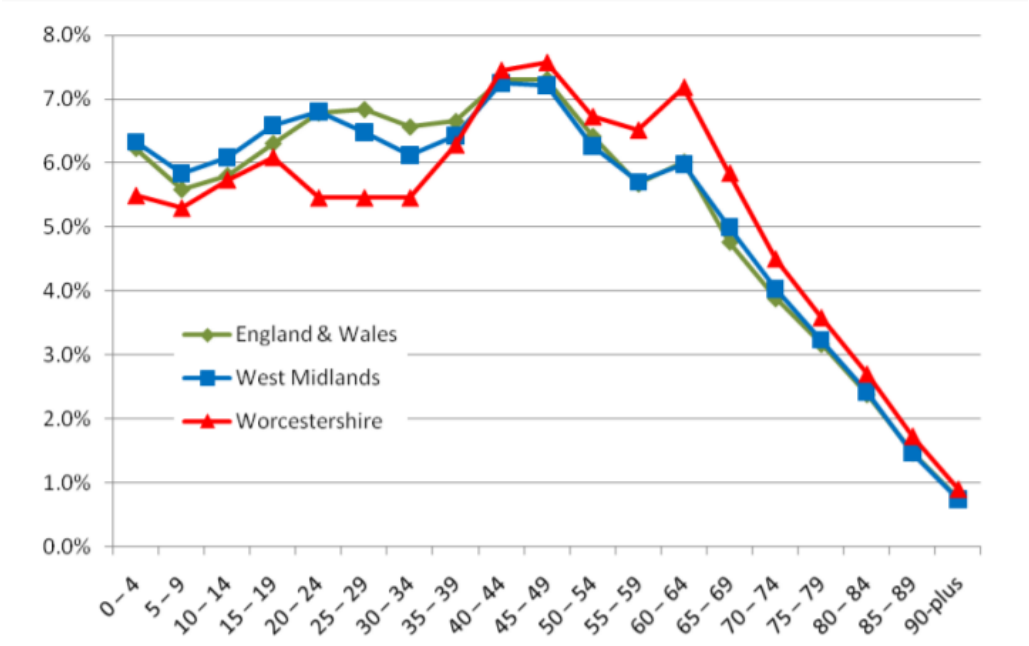
- Environmental.

STEB has been used throughout this report and the entire Bus Service Improvement Plan as a base of evidence for social, economic, and transport data, to allow a full understanding of the current situation surrounding the Worcestershire County Council Study Area.

2.4.2 Population

The total population of Worcestershire was approximately 600,000 residents in 2019.

The age structure figure below presents the age structure in Worcestershire at the time of the 2011 census, alongside the West Midlands and England and Wales. One of the most significant differences in age structures between Worcestershire and national figures is young people. The 20-34 age group represents just over 16% of the total population, compared to 20% regionally and nationally due to the outmigration of younger residents to national urban centres for higher education and job prospects. There is also a significant difference between Worcestershire and national figures for residents aged 55 and over. The figures are consistently higher for Worcestershire, constituting 33% of the population compared to 28% that makes up the national and West Midlands average. This is especially important for bus improvements the age group 55 and over are often more frequent bus users.



Age structure in Worcestershire compared to regional and national levels Worcestershire Demographic Report (2011)

2.4.3 Car ownership

As a percentage of all households, comparing England to Worcestershire shows the County has far less non-car ownership (17% within the county compared to 26% nationally). At district level, Bromsgrove has the least percentage of non-car owning households, with 88% having at least one car and on average each household having 1.57 cars. Worcester has the highest percentage of non-car owning households (22%) and the least number of cars per household (1.21).

Percentage of households	No cars or vans in household	1 car or van in household	2 cars or vans in household	3 cars or vans in household	4 or more cars or vans in household
England	26%	42%	25%	5%	2%
Worcestershire	17%	40%	32%	8%	3%
Bromsgrove	12%	37%	37%	9%	4%
Malvern Hills	13%	39%	34%	9%	4%
Redditch	20%	41%	30%	7%	2%
Worcester	22%	44%	27%	5%	2%
Wychavon	13%	38%	35%	10%	4%
Wyre Forest	18%	42%	30%	7%	3%

Car and van availability in Worcestershire County (Census, 2011)

For the 17% of Worcestershire residents who do not have access to a car, attractive, functional and multi-modal passenger transport network is essential for a good quality of life, particularly in a predominantly rural setting. 78% of all people in Worcestershire are in employment, which is higher than the West Midlands average (73.7%) and equal to the national average (78.7%).

2.4.4 Journey to Work

Given the high car/van availability and the rural nature of lager parts of the County, it comes as no surprise that the car is more dominant as the main method of travel to work (74.55%) when compared to England (according to the Census 2011). Bus was only used as main method of travel by 3%, a much lower proportion than the national counterpart. Bus travel to work within the West Midlands region is 8%, also much higher than in Worcestershire.

The table overleaf 'Worcestershire Journey to Work' (census 2011) details the main mode used when traveling to work (taken from table Census QS701EW).

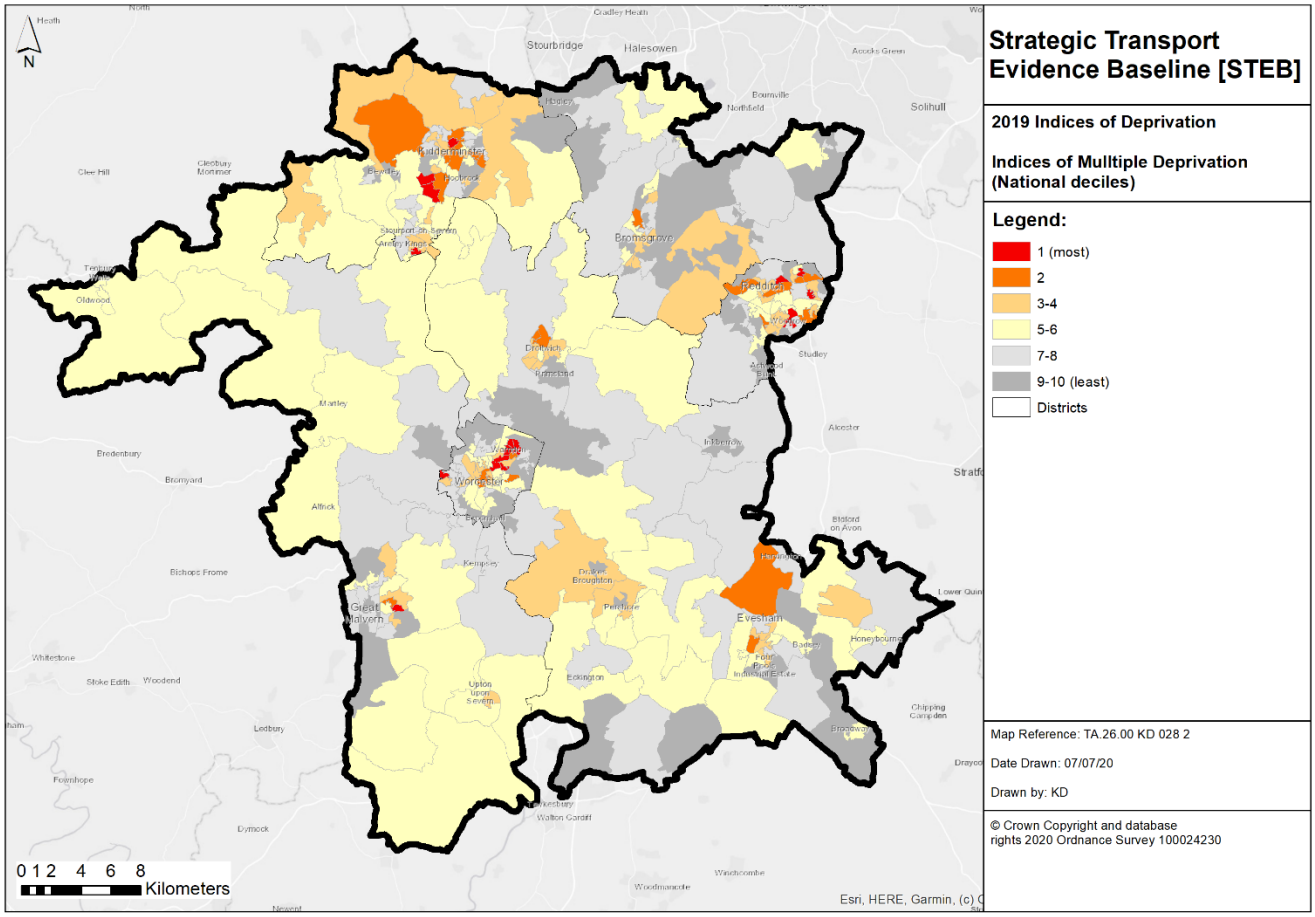
Main method of travel to work	Worcester City	Malvern Hills	Wychavon	Wyre Forest	Bromsgrove	Redditch	England
Train	1.3%	1.3%	1%	1.6%	2.8%	1.2%	5.3%
Bus	3.1%	0.9%	1%	1.2%	1.6%	4.9%	7.5%
Car	42.1%	43.9%	48.3%	49.1%	49.9%	47.7%	62.0%
Bicycle	2.9%	1.1%	1.3%	1.1%	0.7%	1.1%	3.0%
Walking	10.8%	5.7%	6.2%	6.2%	4.8%	5.4%	10.7%
*Other (including working from home)	8%	11%	10.1%	8.8%	8.4%	9.5%	11.4%

*Worcestershire Journey to Work (census 2011). *Other includes working from home; Underground metro; light rail; tram; taxi; motorcycle; scooter; moped; passenger in a car or van; other method of travel.*

2.4.5 Indices of Multiple Deprivation

The Indices of Deprivation provide a relative measure of deprivation across small areas of England (Census Lower Super Output areas). Decile 1 represents the most deprived areas and decile 10 the least. For easy of reference the percentages are colour coded (greater than 20% red, 15% to 20% orange and 10% to 15% yellow).

Worcestershire on a whole has greater concentrations of populations in deciles 5 and above, with 4% of the population in decile 1. The least deprived area is Bromsgrove, with zero population in decile 1 and only 27% in deciles 1 to 5, this compares to 34% in Malvern Hills, 43% in Redditch, 55% in Wyre Forest, 46% in Worcester and 37% in Wychavon. In addition, 31% of the Bromsgrove population is in decile 10, with all other areas having 11% or less.



Map of Strategic Evidence Baseline in Worcestershire

	Decile	Bromsgrove	Malvern Hills	Redditch	Wyre Forest	Worcester	Wychavon	County
Index of Multiple Deprivation (IMD) Decile (where 1 is most deprived 10% of LSOAs)	1	0	1,666	7,158	7,372	11,812	0	28,008
	2	1,932	1,733	15,186	17,054	5,911	6,155	47,971
	3	5,843	4,412	12,098	10,770	7,801	6,452	47,376
	4	5,532	1,571	2,724	10,971	5,187	14,105	40,090
	5	12,532	16,916	7,249	8,666	14,571	20,189	80,123
	6	0	14,077	10,200	14,879	7,836	20,347	67,339
	7	16,543	8,374	5,631	2,564	8,761	20,905	62,778
	8	10,092	18,870	6,411	17,088	18,056	8,801	79,318
	9	16,140	8,830	14,371	9,121	11,200	17,112	76,774
	10	30,336	1,629	4,327	2,820	10,795	13,338	63,245
	Total	98,950	78,078	85,355	101,305	101,930	127,404	593,022
	1	0%	2%	8%	7%	12%	0%	5%
	2	2%	2%	18%	17%	6%	5%	8%
	3	6%	6%	14%	11%	8%	5%	8%
	4	6%	2%	3%	11%	5%	11%	7%
	5	13%	22%	8%	9%	14%	16%	14%
	6	0%	18%	12%	15%	8%	16%	11%
	7	17%	11%	7%	3%	9%	16%	11%
	8	10%	24%	8%	17%	18%	7%	13%
	9	16%	11%	17%	9%	11%	13%	13%
	10	31%	2%	5%	3%	11%	10%	11%
	Total	100%	100%	100%	100%	100%	100%	100%

Table to show index of multiple deprivation – greater than 20% red, 15% to 20% orange and 10% to 15% yellow

3. Current Bus Provision

3.1 Introduction

The National Bus Strategy[1] outlines that Bus Service Improvement Plans must drive improvements to local bus services in a number of ways. This section provides data and analysis of how the current bus network compares to the Bus Service Improvement Plan aims and objectives set out within section 3.

3.2 Current bus network

The current network of bus services in Worcestershire provides access between districts and major settlements and plays an important role in connecting users to key services such as schools, employment, and recreation. The bus network also contributes to Worcestershire's Local Enterprise Partnership and Growth and Infrastructure Strategy.

Worcestershire's passenger transport is provided in a deregulated marketplace where most bus services across the County operate on a commercial basis by private companies. The County Council is committed to developing and enhancing the ability for operators to provide their services commercially. However, where socially necessary, the County Council will work with commercial operators to support services through subsidy agreements to help deliver an efficient and reliable bus network.

The Passenger Transport network has seen a steady decline over the last decade and, more recently, this has been amplified by the impact of Covid-19. This has resulted in service deregulations, reduced service frequencies Monday to Friday and at the weekends, some services have been curtailed altogether.

Through closer working relations with local commercial bus operators, we will be able to focus on specific needs and transport requirements in line with the objectives proposed in Worcestershire's Local Transport Plan 4. This will contribute towards the Council's Open for Business corporate objective and welcome economic growth across the County.

The following tables detail bus mileage within the County, split by day of week, district and whether the service is commercial or subsidised (based upon Quarter 1, 2019)

Bus operator mileage totals over 215,000 kilometres, of which nearly 50,000 are in Bromsgrove which can be seen in the Bus Kilometres table below

Route distance by District (km) - all services, all time periods

Local Authority	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Bromsgrove	7,782	7,800	7,785	7,785	7,855	7,047	1,794	47,848
Malvern Hills	4,131	4,131	4,145	4,148	4,131	3,315	321	24,323
Redditch	5,840	5,885	5,840	5,875	5,881	5,270	1,708	36,300
Worcester	5,740	5,750	5,740	5,740	5,793	5,019	1,132	34,915
Wychavon	6,907	7,038	6,987	7,014	7,018	6,211	617	41,793
Wyre Forest	5,149	5,080	5,149	5,086	5,180	4,565	278	30,485
County	35,550	35,684	35,646	35,648	35,859	31,427	5,850	215,663

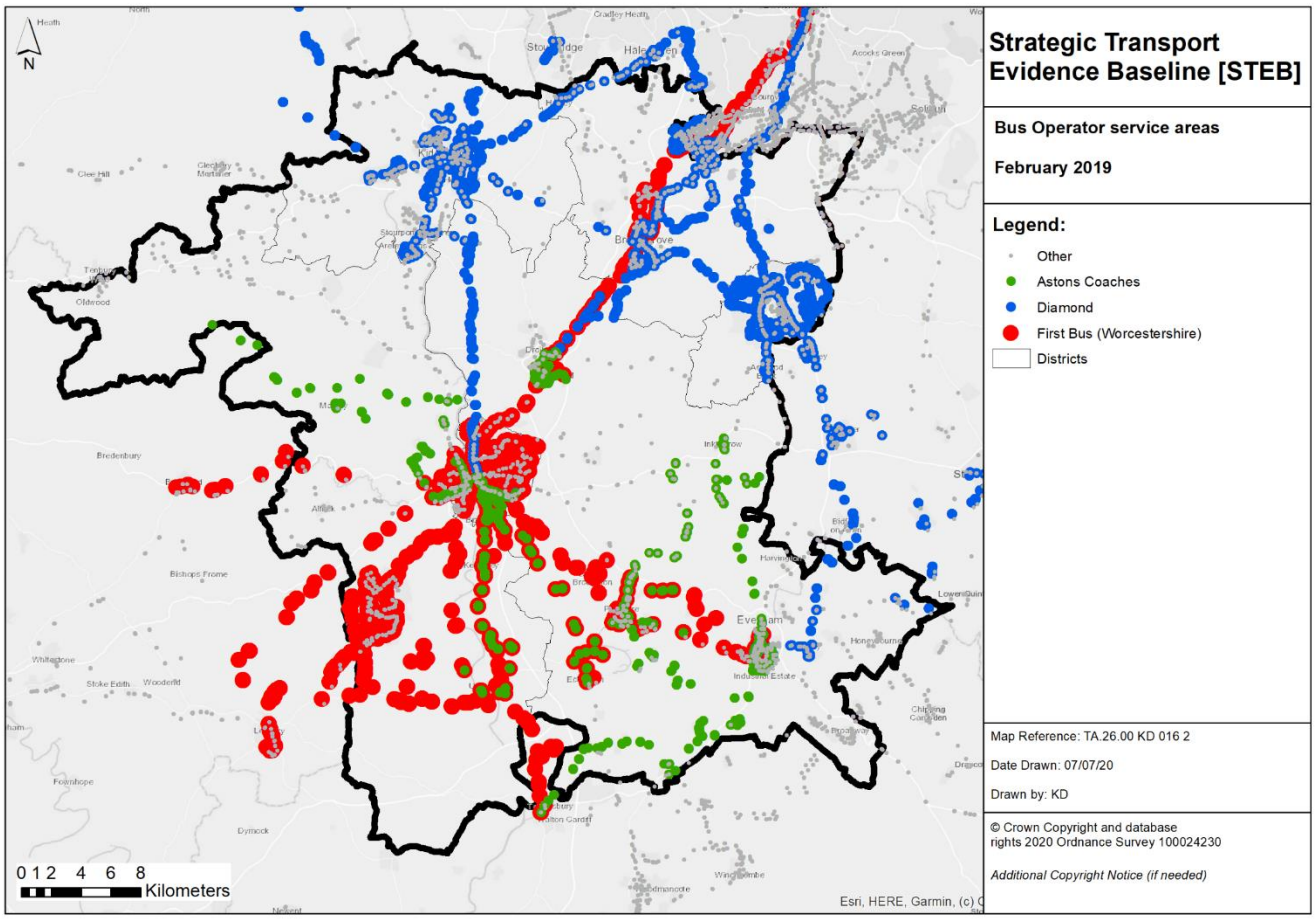
Bus kilometres (all services)

3.2.1 Local Bus Operators

This section outlines the current bus network and those commercial operators which provide services within the Worcestershire area.

Passenger transport services (excluding dedicated school and social work transport services) vary based on geographical area. Services catering for strategic and local travel needs are delivered in various ways by different types of operators.

The principal commercial bus operators providing services across Worcestershire are Diamond Bus, Aston's Coaches and First Bus. The extent of the service areas of operators is presented in the Bus Services Area (2019) Map



Bus operator service areas (2019)

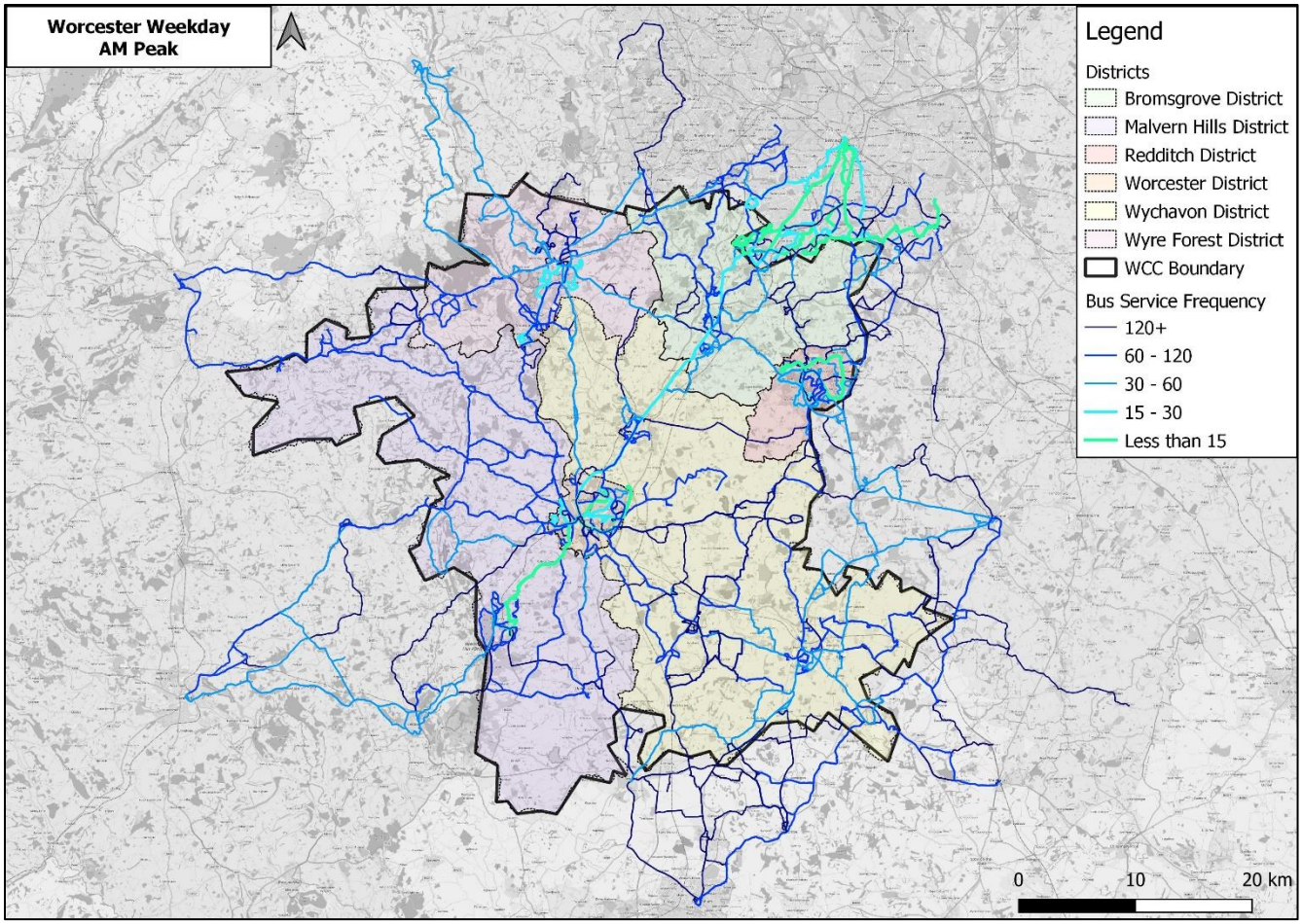
Bus Company	Parent Operator or Owner	No. of Bus Routes	Principal Locations Served	Depot Location
Arriva Midlands	Arriva Midlands	1	East Midlands, West Midlands, Milton Keynes Buckinghamshire	Unit F, Stafford Park 18, Telford, Shropshire
Astons Coaches		10	Worcestershire	Broomhall, Kempsey
Clearway of Catshill		2		Meadow Road, Catshill
Coniston Coaches		8		Coniston Crescent, Stourport-on-Severn
Diamond Buses	Diamond Bus Ltd/ Rotala	40	West Midlands	Redditch, Kidderminster, Tividale and Tamworth
DRM Coaches	D R M Coaches	3		The Coach Garage, Bromyard
Evergreen Coaches Ltd	Evergreen Coaches Ltd	4		The Coach Depot, Smethick
Finesse Travel	Finesse Travel Ltd	1		
First Bus	First Bus	39	Birmingham Herefordshire Worcestershire	
Flexibus		3		
Hedgehog Community Bus		1		Moreton-in-Marsh
Henshaw's Coaches		2		Moreton-In-Marsh
Hollands Coaches		1	Worcestershire	
Hollywood Travel		1		
Johnsons Excel Bus	Johnsons Coach and Bus Travel	5	Gloucestershire Warwickshire West Midlands	
Kev's Cars and Coaches		4		
LandFlight		1		
LMS Travel	LMS travel	13	Worcestershire	Tolladine Road, Worcester
Marchants Coaches		1		
MRD Ltd		4		

Bus Company	Parent Operator or Owner	No. of Bus Routes	Principal Locations Served	Depot Location
N N Cresswell		5		Worcester Road, Evesham
National Express West Midlands	National Express	12	West Midlands	Travel Care, National Express
Pulhams Coaches	Pulham & Sons Ltd	2		Bourton Business Park
R & B Travel		2		
Stagecoach Midlands	Stagecoach Group	2	Northampton Warwickshire Leicestershire Milton Keynes	
The Green Bus Service		6		
Wyre Forest Dial-a-Ride		2	Worcestershire	
Yarranton Brothers		4		

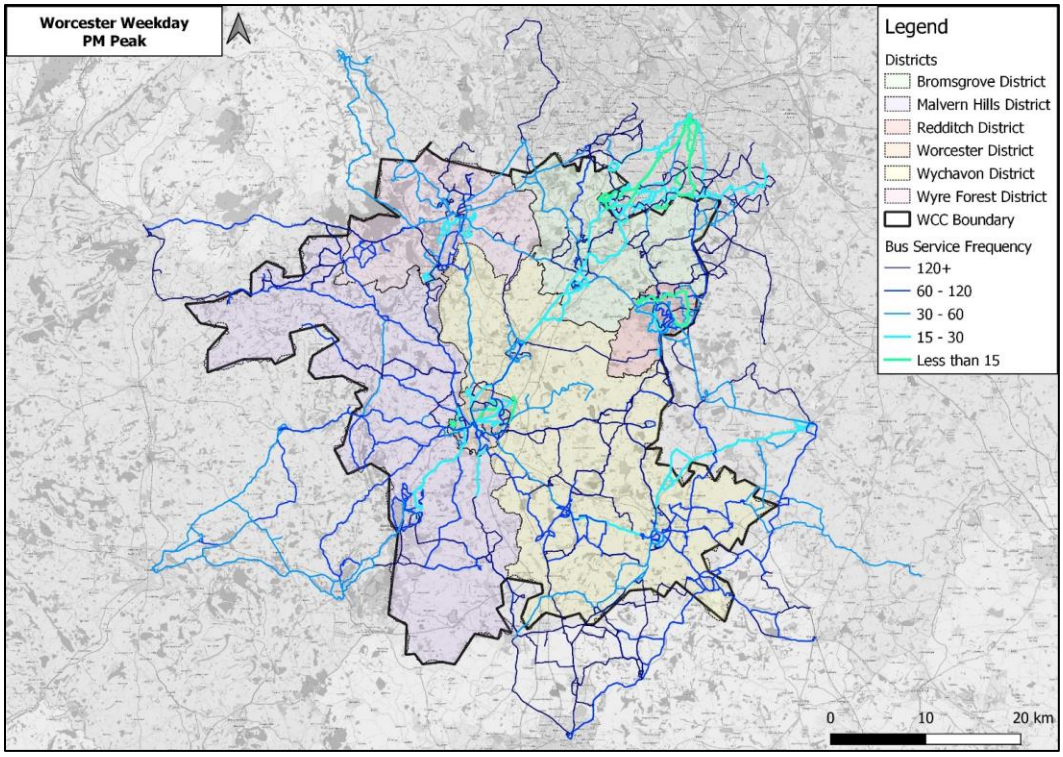
Table of Worcestershire Operators

3.2.2 Network and Routes

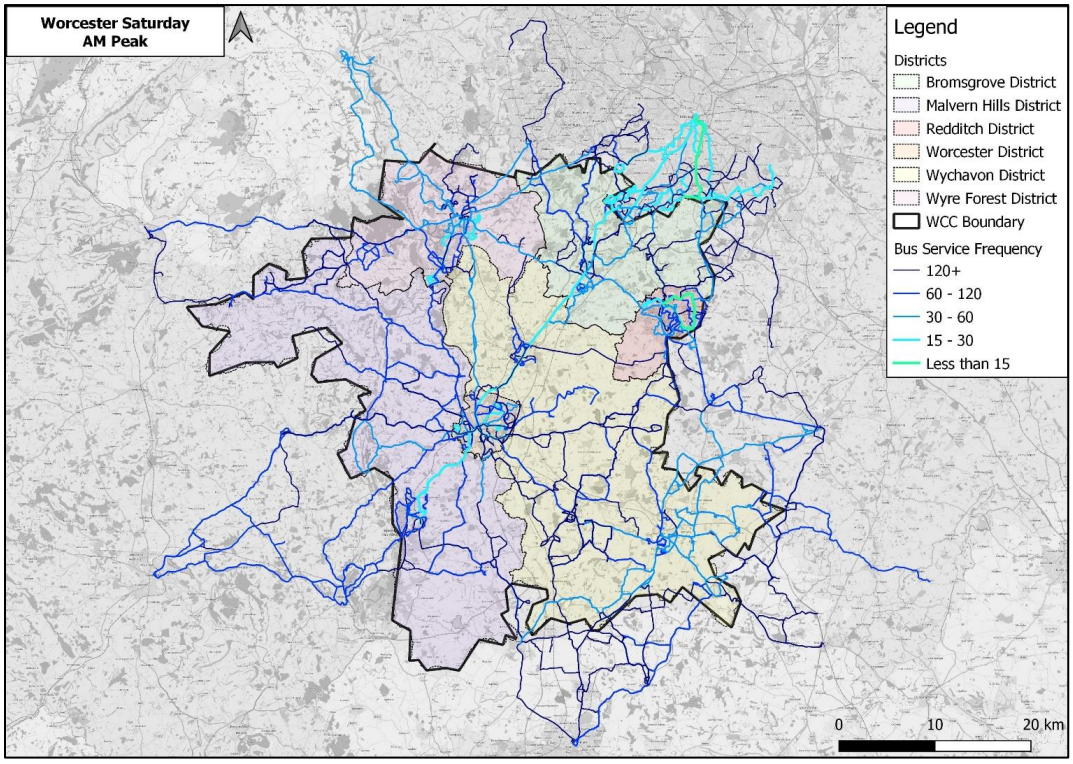
The current network map is presented below showing days of operation (daily/weekly/weekend patterns including bank holidays) and local bus network/ related frequencies



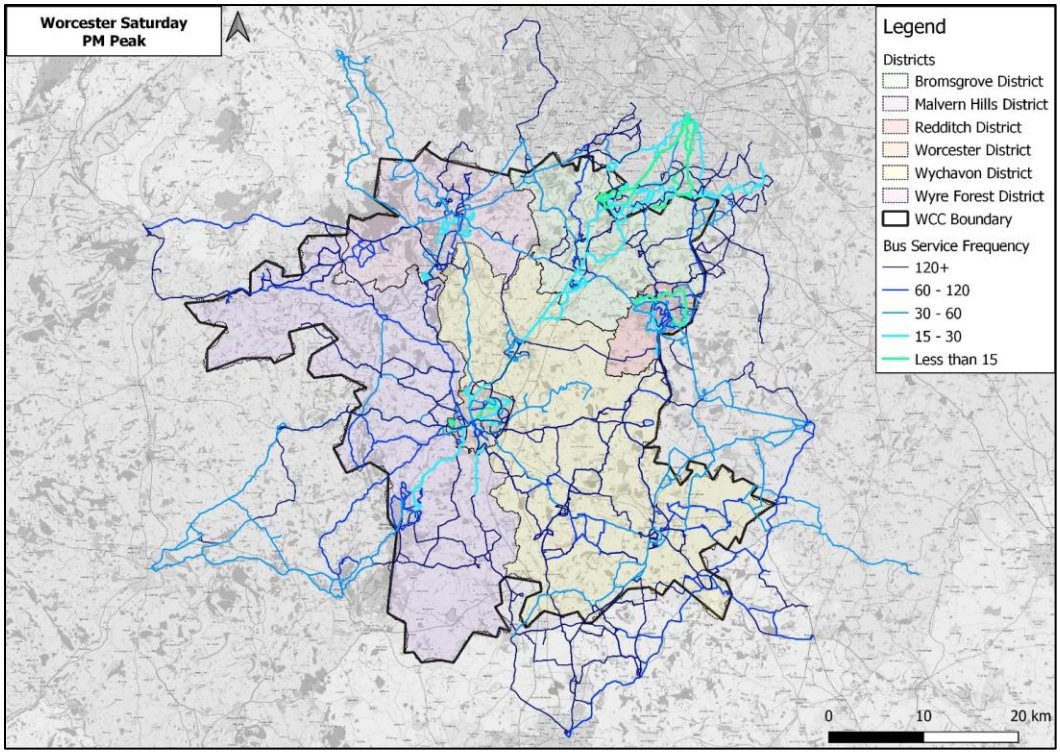
Weekday AM Peak Bus Frequencies



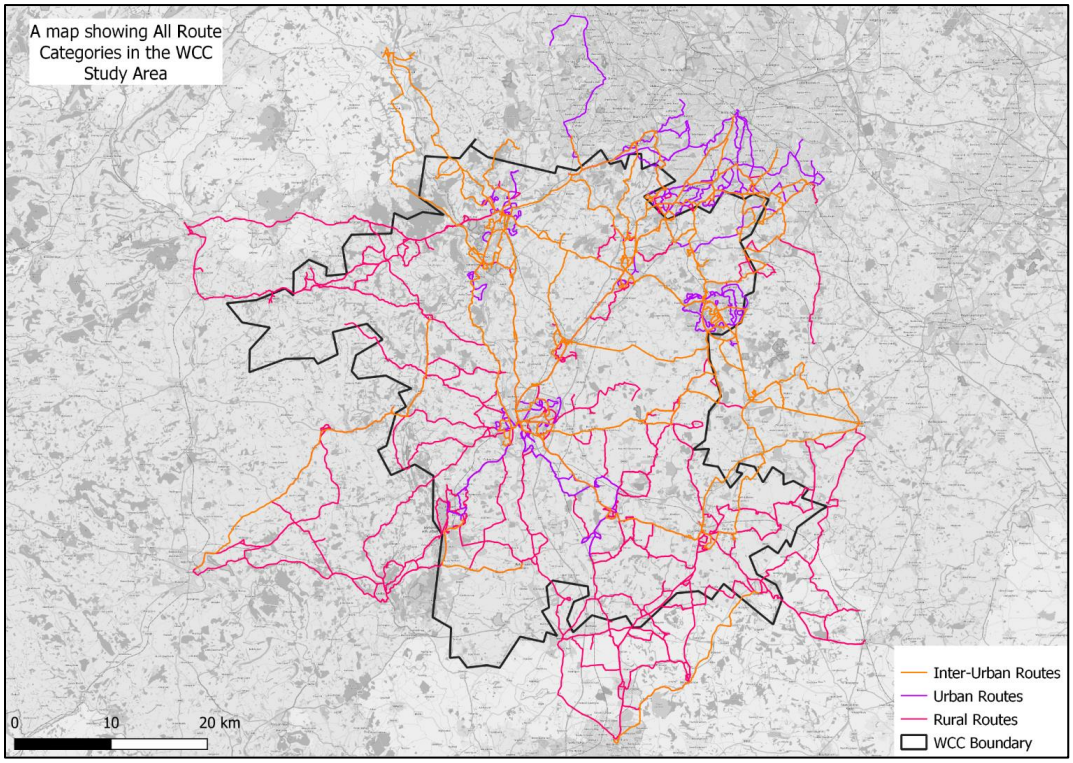
Weekday PM Peak Bus Frequencies



Saturday AM Peak Bus Frequencies



Saturday PM Peak Bus Frequencies



Urban, inter-urban and rural bus routes

The different route types are also shown separately in Appendix B Urban, Inter-Urban, and Rural Route Maps.

Morning Peak (AM) -07:00-09:00; Between Peak (BP) -09:00-16:00; Evening Peak (EP) 16:00-18:00; Off Peak (OP) 18:00-00:00

Weekday (mins)

Type of Service	WeekAM	WeekBP	WeekEP	Week0P
Town/Urban	60-120	120+	15-30	120+
Inter-Urban	60-120	120+	30-60	120+
Rural	60-120	120+	60-120	120+

Saturday (mins)

Type of Service	SatAM	SatBP	SatEP	Sat0P
Town/Urban	30-60	15-30	15-30	120+
Inter-Urban	60-120	30-60/60-120	30-60	120+
Rural	60-120	120+	60-120	120+

Bus frequency mode by type of service

The table 'bus frequency mode by type of service' shows the most common bus frequencies over weekdays and Saturdays, broken down into Morning Peak, Between Peak, Evening Peak and Off-Peak operating periods. The results exclude bus services that do not operate within the time periods stated.

Of the 61 Town/Urban services, there are consistently more than 50% of services operating during any given time period. Rural services make up 74 routes in Worcestershire's bus network. For the Weekday Evening Period, 50% of these bus routes are not operating, and for the Weekday Off Peak period 86% of the 74 services are not operating. Similar trends occur for all Saturday time periods; from Morning Peak to Off Peak on Saturdays more than 50% of the bus services are not operating. There are only 48 Inter-urban services across Worcestershire County Council, and it is only during the Weekday Off Peak period where more than 50% of these services are not running.

Morning Peak (AM) -07:00-09:00; Between Peak (BP) -09:00-16:00; Evening Peak (EP) 16:00-18:00; Off Peak (OP) 18:00-00:00

Bus services not operating during each time period

Type of Service	WeekAM	WeekBP	WeekEP	WeekOP	SatAM	SatBP	SatEP	SatOP
Town/Urban	15	4	23	30	25	21	24	30
Inter-Urban	13	5	19	30	21	16	22	32
Rural	21	9	37	64	48	41	49	65

3.2.3 Strategic Bus Network

The Worcestershire Passenger Transport Strategy states that:

"With the County's limited funds and to cater for as many residents as possible, priority will be given to areas of higher population density. Where commercial services do not exist, priorities will be considered in the following order:

1. *Urban connections – provide a service for people living in urban areas of over 15,000 (currently Worcester, Kidderminster, Bromsgrove, Redditch, Droitwich, Malvern & Evesham) to access that urban centre.*

2. *Inter-urban connections – provide a connection between urban areas of over 15,000 population where there is a travel to work demand. Where train services exist along those corridors, consideration will be given to linking to the nearest rail station rather than supporting the whole route, should the frequency and timings on the rail network suffice.*

3. *Provide a service to areas of medium population density (around 7,000 – 15,000), e.g. Bewdley, Catshill, Pershore, to the nearest town or suitable alternative."*

3.2.4 School Transport

Worcestershire County Council has considered the likely impact on the Local Bus Network and its integration with schools' requirements. The information provided below, albeit fairly detailed, demonstrates this important link. We transport significant numbers of pupils on dedicated schools' transport and our aspiration is to further integrate this element of activity with public transport. This will provide increased numbers for the public transport network which will contribute to enhancing commerciality of some services on the network, together with reducing congesting, improving air quality and sustainability of commercial services.

The County Council has a policy for Home to School Transport and travel assistance (currently under review). The policy considers all legislative requirements including the most recent Education and Transport Acts. It also forms part of Worcestershire County Council's Local Transport Plan 4. The policy enables the Authority to meet its statutory obligations and to address aspirations of 'Every Child Matters'. The aim of the policy is to provide high quality transport services as efficiently, economically and sustainably as possible to ensure that pupils travel in a safe environment, arrive on time and are ready to learn. The policy is used in conjunction with Worcestershire's County's School Admissions policy and the arrangements for the placement of pupils and students with Special Educational Needs.

Free Transport will be provided to those children of compulsory school age and attending the nearest, designated or re-designated school for the home address, provided the distance between home and school is in excess of the statutory requirement for the pupil's age. Statutory walking distances to the nearest or designated school are:

- Up to 2 miles for pupils up to the age of 8; and

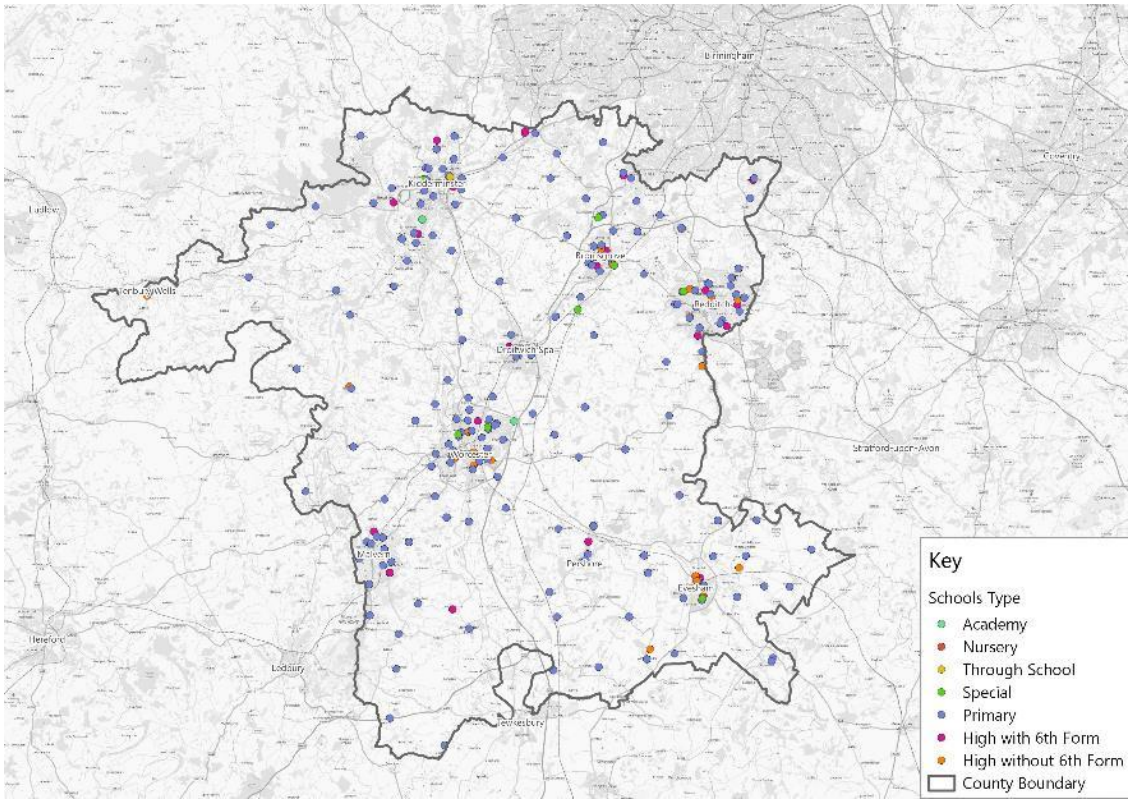
- Up to 3 miles for older pupils.

Pupils will be awarded transport assistance as appropriate for the needs identified within their Education Health and Care Plan or Statement of Special Educational Needs. If the relevant criteria is met, free transport or assistance with transport will be provided to the nearest suitable establishment indicated on the Statement or Plan, based on the individual child's needs.

This applies to Further Education establishments and High Schools where students are continuing at the Sixth Form of the designated school or attending the nearest establishment. Worcestershire County Council will no longer provide transport assistance to an alternative establishment, if the chosen programme level is available locally. Transport assistance for post 16 students will comprise a place on the contracted school bus, or assistance with a multi-operator concessionary ticketing scheme.

3.3 Current Primary and Secondary Education Establishments

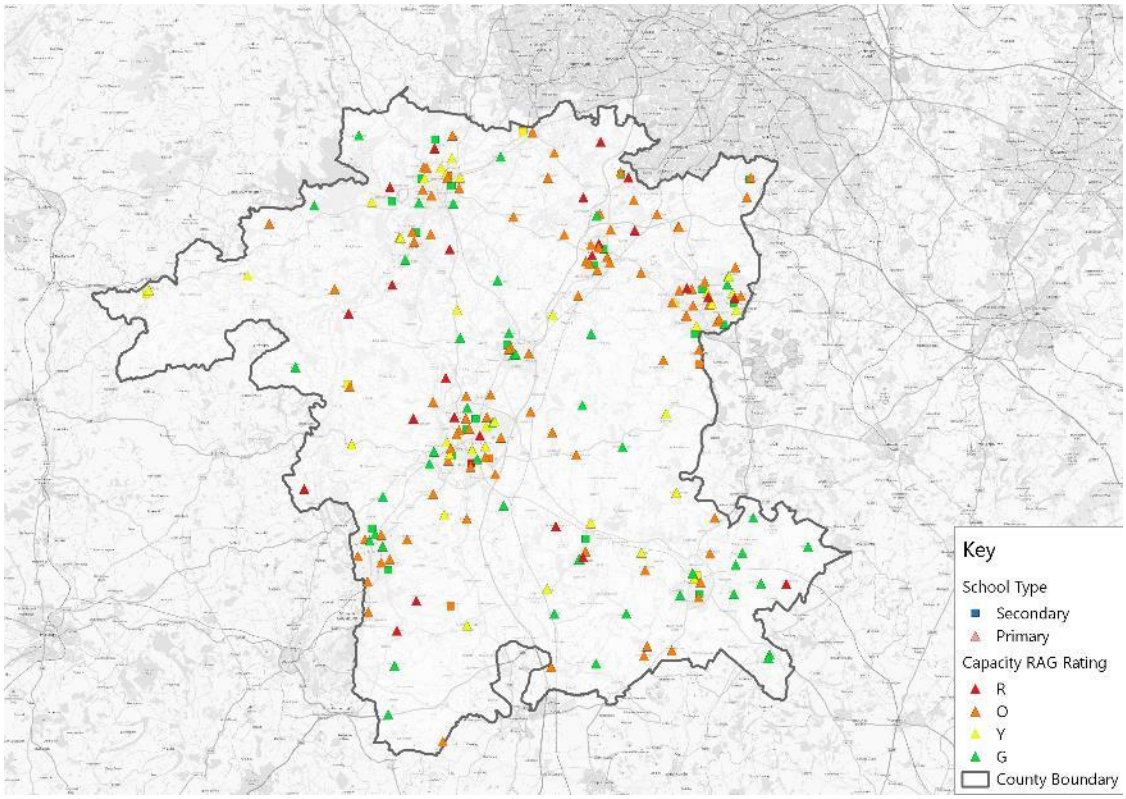
Worcestershire Schools Map below shows the location of primary and secondary education establishments across Worcestershire by type.



Map of Worcestershire Schools' Locations by type

The map below shows the indicative capacity of each school was calculated by comparing the current Published Admission Number (PAN) for every year group into which pupils can be admitted, against the total number of pupils on roll from the October 2018 School Census.

Red = no capacity; yellow = some capacity; green = largest capacity



3.3.1 Social Care Transport

Worcestershire County Council has a duty under the Social Work Act (2017) to assess a person's community care needs and to determine what services are required. In doing so, any provision of assistance should be based on a detailed assessment of the individual's care needs and should take account of their preferences.

The Council operates 99 passenger transport services providing access to Adult and Older People's Day Services. Transport is also provided on a 'call out' basis for social care service users as and when required. Home-to-Day Service transport will be provided to Adult Day Service users where: the distance involved is too long to walk independently without support; the service user is unable to access public transport; and, the service user has no, or insufficient, state benefits to support the cost of the transport required. The Council will also provide, at the discretion of the Social Care Service:

- Home-to-Day Service transport for users of Older People and Physical Disability Services, where a comprehensive needs assessment has identified that the user requires assistance with transport to access day services; and,

- appropriate transport for users of the Children's Services, where a comprehensive needs assessment has identified the need for assistance with transport.

3.3.2 Demand Responsive Transport

Demand responsive transport (DRT) offers a bespoke alternative service to the familiar local bus. DRT provides a flexible, affordable and sustainable mode of public transport to employment, education, health, shopping and leisure.

Passengers request a journey through an app or sometimes a telephone call and they are collected quickly and within a few metres of their location. Passengers share journeys with others (in accordance with safety

guidelines) and are dropped off at their destination. Journeys may involve a short walk to maximise route efficiency, eliminate lengthy detours, and replicate journey times in a private car.

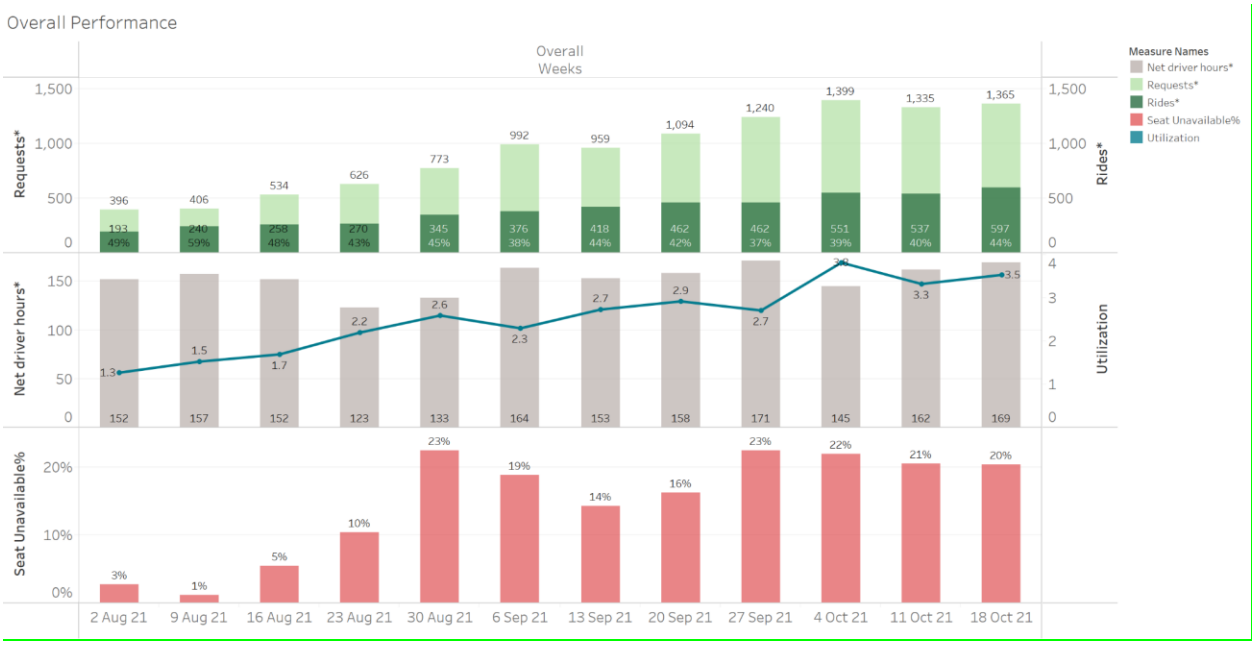
Additionally, DRT can be integrated with other transport modes. This provides a joined up service for passengers and a 'one stop shop' for all transport needs.

Worcestershire on Demand (WoD)

We are currently piloting our Worcestershire on Demand (WoD) initiative in Bromsgrove 'Bromsgrove on Demand BOD'. This is operated with two vehicles, with capacity for 14 passengers and one wheelchair user. This provides a travel option from the town centre to the rail station and other key destinations, determined by the passengers. We are evaluating the results of the pilot, with a view to rolling out countywide.

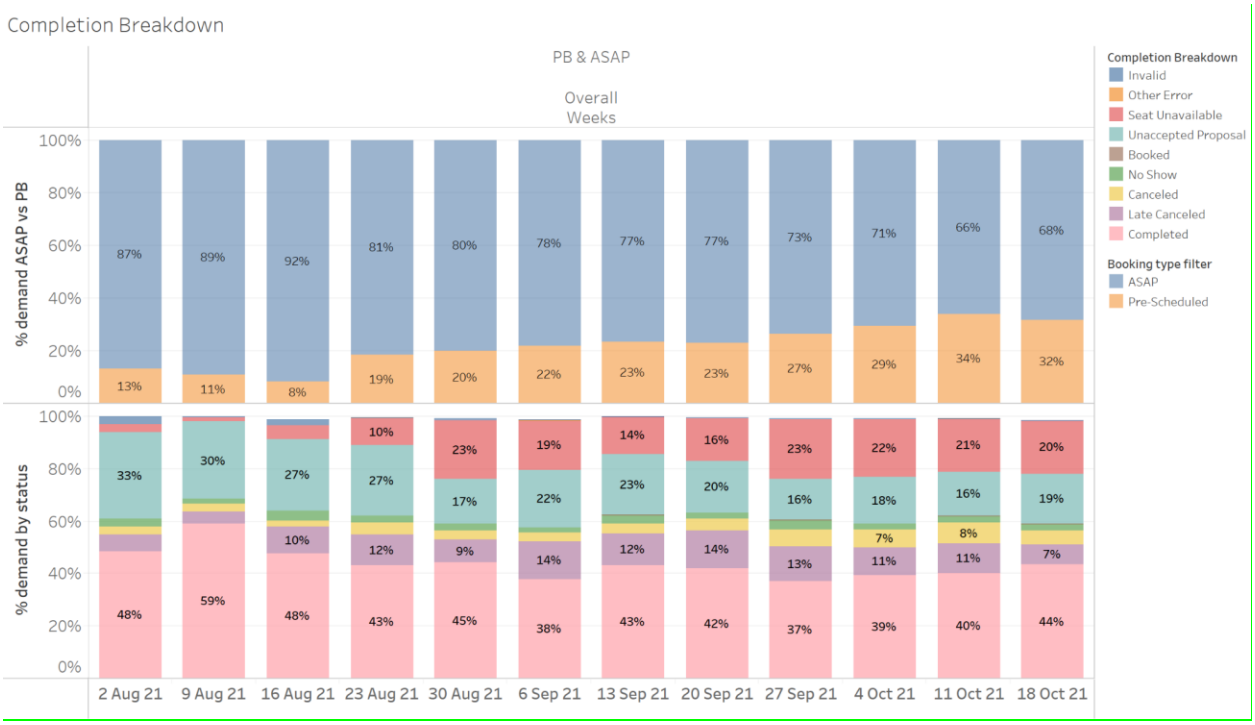
Worcestershire on Demand (WoD) Performance Summary

Since launch in July 2021, WoD service has been steadily growing both from the demand and the journeys completed perspective. In October, demand has consistently surpassed 1,300 requests per week with 600 journeys completed (45% of requests are fulfilled). Additional vehicles will enable us to meet increasing demand. (please see overall performance figure below).



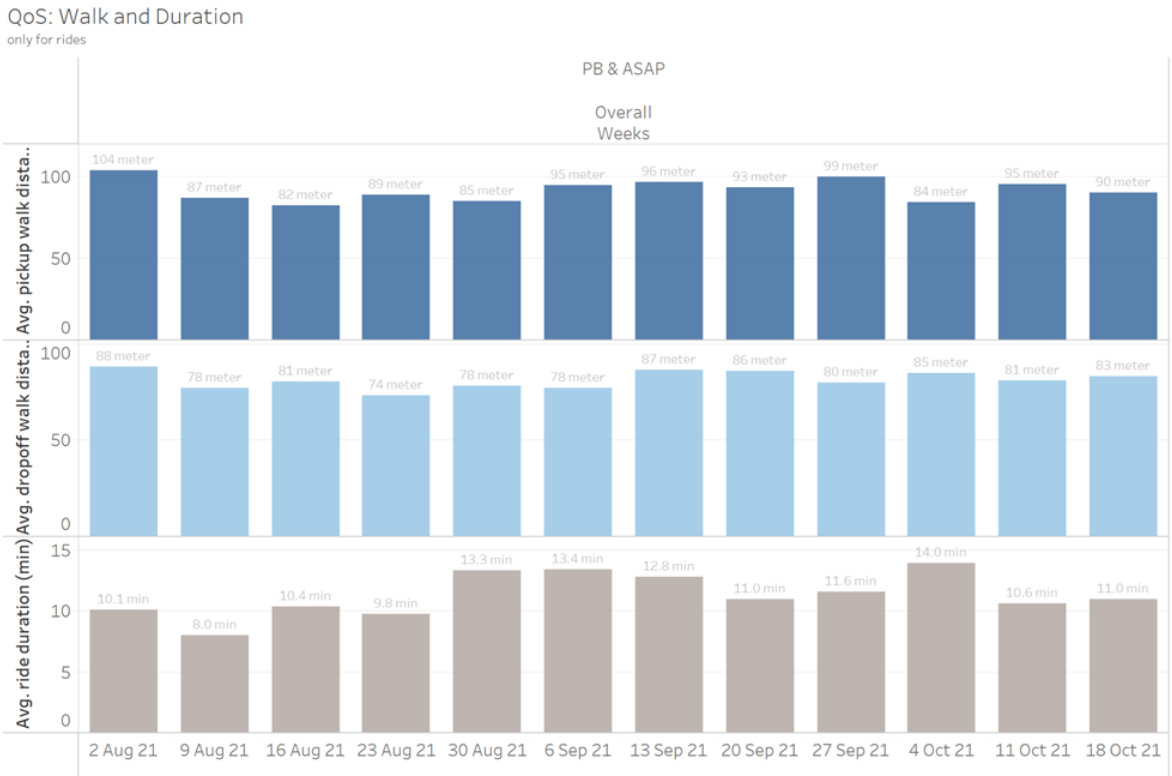
Overall performance of Worcestershire on Demand DRT service

The service is mainly used for on demand bookings, but pre-bookings are becoming more relevant as users become more familiar with the service (30% of all journeys are pre booked). Also, some passengers do cancel their journeys close to the pick up time (7%), which impacts on journey requests (please see completion graph below)



Completion Breakdown of Worcestershire on Demand DRT service

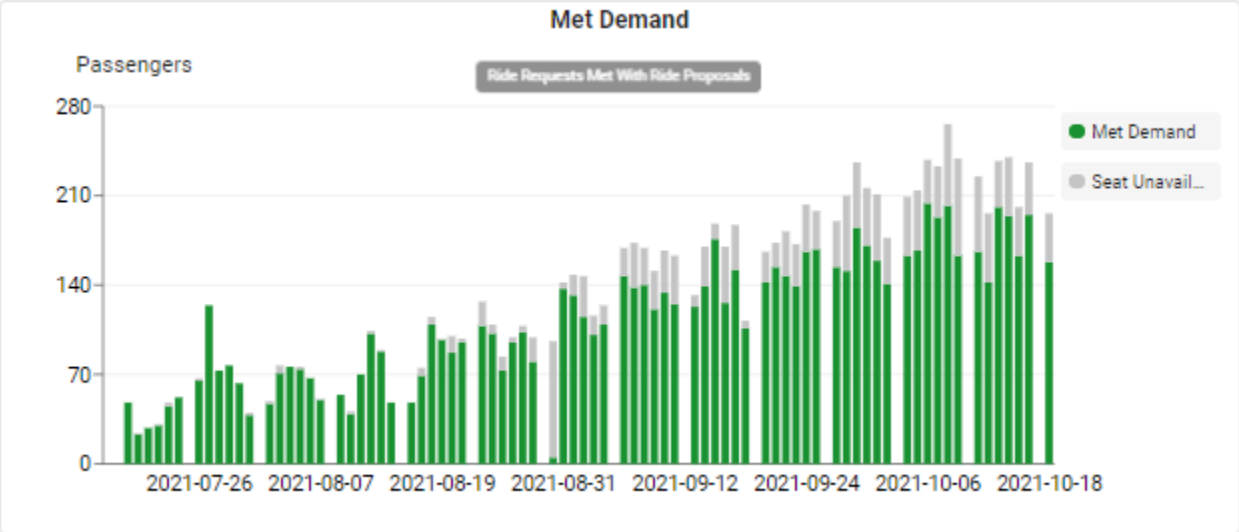
In terms of quality of service, passengers must walk 90 meters to pick up and from drop off and journey duration is 11 minutes on average, with passengers reporting that this is better than the provision by scheduled bus services (please see Walk and Duration figure below)



Walk and Duration figures for Worcestershire on Demand

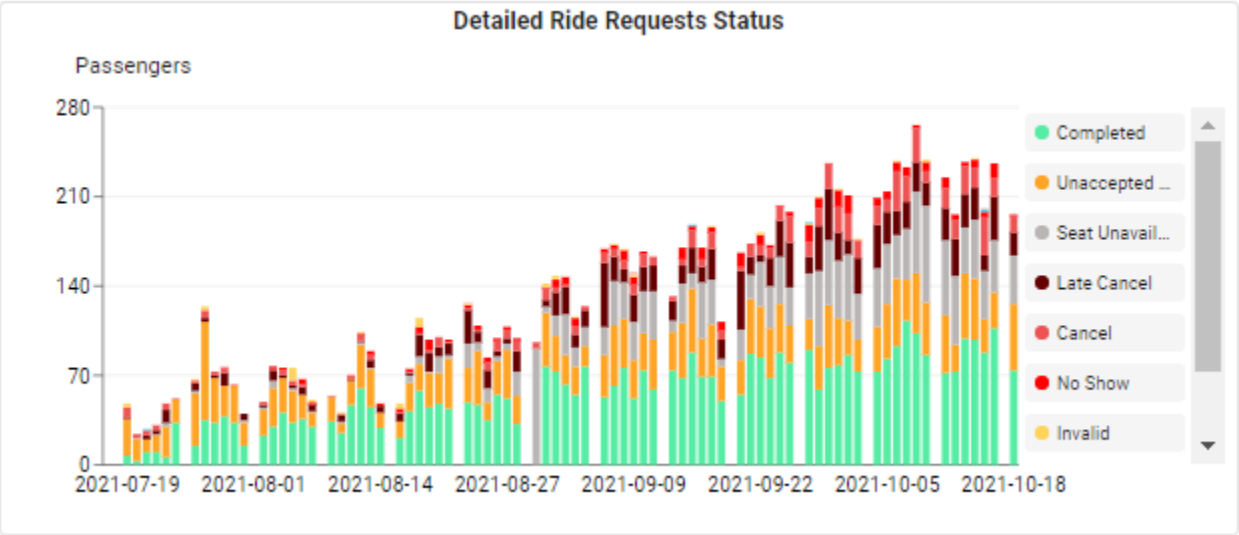
Demand Responsive Transport Reporting

Critical to the new methods of delivering DRT and improving the service, are the innovative methods of understanding rider usage and demand for the service. As this is primarily delivered via an app interface, this has proven invaluable in understanding how DRT services can be improved and rolled out elsewhere in the County.



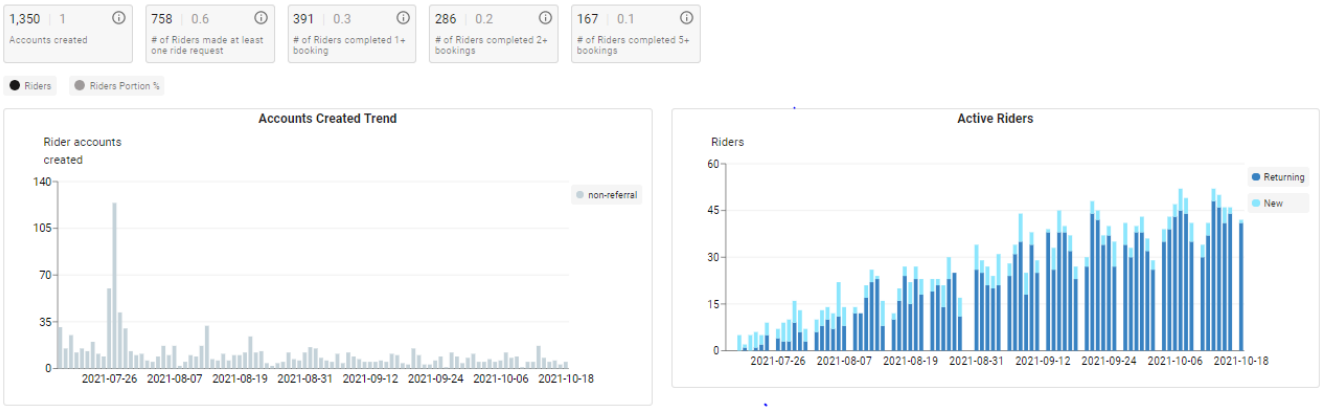
Graph of Bromsgrove on Demand (BOD) detailed ride request analysis

When looking at the graph, we can see a month on month increase in the demand for the pilot service evidencing its success



Bromsgrove on Demand (BOD) detailed journey request analysis

By analysing the detailed passenger requests, we can analyse demand and seat availability (including late cancellations)



Passenger Growth Dashboard

The passenger growth dashboard allows us to view the number of accounts created and understand the number of passengers travelling each day. This provides a good record to understand demand and influence marketing opportunities.

3.3.3 Community Transport

There are a significant number of Community Transport operators in Worcestershire outlined in the table below (https://www.communitytravel.org.uk/ September 2021). Each scheme has different demographics.

All parts of the County are covered by a Community Transport service, for example Dial-a-ride (more commonly referred to as 'Worcester-Wheels') using fully-accessibly MPVs and minibuses mostly for multi trip purposes and voluntary car schemes. There are also several schemes which are focused on providing access to medical appointments.

Bromsgrove District

Scheme	Information
BURT	Bromsgrove Urban and Rural Transport – for shopping, leisure and social journeys
Bromsgrove Rural Journeys	Operated by Community Transport Wyre Forest providing journeys to a wide variety of destinations
Wythall Dial-A-Ride Bluwave Community Transport	Community bus service – for any use Community Transport service for Redditch and Bromsgrove – mainly for medical appointments but also for care home and hospital visiting

Malvern Hills

Scheme	Information
Alfrick and Lulsley	Community Car Scheme
Broadwas and Knightwick	Community Car Scheme -mainly for medical appointments
Leigh and Bransford	Community Car Scheme – mainly for medical appointments
Community Action Malvern	Malvern and District Community bus, MPV and voluntary car service – for any use
Malvern Dial-A-Ride	Community bus and Dial-a-Ride - for any use

Scheme	Information
Suckley	Community Car Scheme – for medical appointments
Tenbury Transport Trust	Community minibus and voluntary car service – for any use
Upton Community Care Scheme	Community Car Scheme – for medical appointments
Upton Shuttle Service	Community Bus on Fridays to a fixed timetable

Redditch

Scheme	Information
Bluewave Community Transport	Voluntary car scheme covering Redditch and Bromsgrove – for medical appointments, hospital and care home visiting
Redditch Dial-A-Ride	Door-to-door community minibus service – for any use

Worcester

Scheme	Information
Worcester Wheels	Voluntary car, Dial-a-Ride and MPV service - for any use

Wychavon

Scheme	Information
Droitwich Spa	Community Bus and voluntary car scheme – for any use
Evesham	Voluntary Car Scheme – for any use
Pershore	Community bus and voluntary car service– for any use

Wyre Forest

Scheme	Information
CT Wyre Forest	Voluntary Car and Dial-a-Ride MPV service - for any use
Wyre Forest Dial-A-Ride	Dial-a-Ride minibus and Community bus services – for any use

Community transport provisions in place across Worcestershire

In summary, the table shows that Worcestershire is covered by a voluntary car scheme at the very least and most Community Transport operators also provide fully accessible minibuses and cars. All schemes, with the exception of BURT, offer their minibuses for hire with or without a driver.

Fleet Composition

The County Council will strive to achieve coordinated commissioning and/or procurement of services both within the County Council and externally with other organisations where such an approach can bring efficiencies and synergies. As such, the County Council will continue to integrate services and vehicles where possible to maximise the use of its vehicle fleet, minimise the number of vehicles required and to achieve best value for money.

3.3.4 Bus Users - Patronage and Trends

Over the past 50 years, bus use across Worcestershire has declined due to several factors. On a national scale, bus patronage has declined due to increased private car ownership and this pattern is replicated in Worcestershire. This has added to a national congestion issue.

The table below evidences changes in bus patronage (2010 – 2020) and shows that the annual number of passenger journeys on local bus services in Worcestershire has decreased from 17.2m in 2010/11 to 9.3m in 2019/20, a decrease of 45.93% over ten years. This downward trend can be seen in both regional and national figures but is more pronounced in Worcestershire due to the greater decline in patronage. In comparison, the total number of passenger journeys on local bus services per year declined by 21.11% in the West Midlands and by 11.89% in England.

Passenger journeys	Worcestershire	West Midlands	England
Total 2010/11	17.2m	380.0m	4,618.4m
Total 2019/20	9.3m	299.8m	4.069.5m
Change	*-45.93%*	*-21.11%*	*-11.89%*

Changes in bus patronage (2010 – 2020)

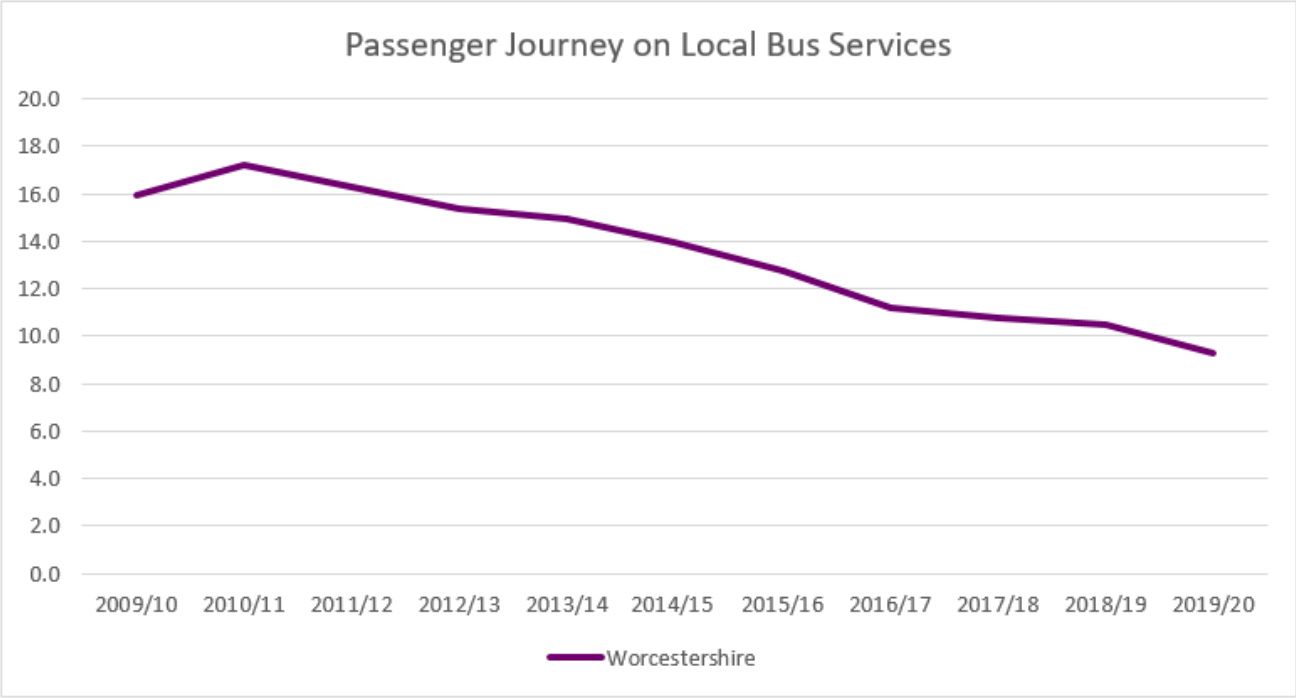
Similarly, the table below shows the reduction in passenger journeys per head (2010 – 2020). The number of passenger journeys 'per head' has decreased by 48.85% from 30.5 to 15.6 journeys per person per year.

Passenger journeys	Worcestershire	West Midlands	England
Total 2010/11	30.5	62.9	87.70
Total 2019/20	15.6	50.5	72.3
Change	*-48.85%*	*-19.71%*	*-17.56%*

Change in passenger journeys per head (2010 – 2020)

This decrease in patronage in Worcestershire is higher to those observed throughout the West Midlands and nationally across in England. The passenger journeys 'per head' are at much lower levels in Worcestershire (15.6) than in the West Midlands (50.5) and England (72.3), though the latter two are explained by the higher numbers of journeys per head in the metropolitan areas and in London which disproportionately affect the average.

The following graph shows how journeys on local bus services have been decreasing over the past decade in Worcestershire.



Passenger journeys on local bus services in Worcestershire (2010 – 2020)

Within Worcestershire there are two main bus operators, Diamond Bus and First Bus. In 2018, these operators transported 80% (8.3m) of all passengers and 86% of all commercial passengers. This is summarised in the following tables.

The Cost RG (revenue generating) services are largely operated by Astons and Diamond (accounting for 57% of all passengers on these types of services), while subsidy services are operated by First Bus (43%) and to a lesser extent LMS Travel (21%), ATG (16%), Kev's Cars (11%) and Diamond Bus (10%).

Operator	All	Commercial	Cost Revenue Generating	Subsidy
A & M Group	489	489	0	0
Arriva Midlands	17,605	17,605	0	0
Astons Coaches	253,800	0	253,800	0
ATG (Formerly WMSNT)	89,236	0	0	89,236
Clearways Coaches	97,710	97,710	0	0
Coniston Coaches	71,094	0	71,094	0
Diamond Bus (Rotala)	4,207,968	3,982,631	171,588	53,749
DRM Bus	16,664	16,664	0	0
Dudley's Coaches	46,031	46,031	0	0
Euroliners	34,466	34,466	0	0
Finesse Travel	5,425	0	5,425	0
First in the Midlands	4,130,501	3,891,967	0	238,534
Hedgehog Community Bus	530	530	0	0
Henshaws	38,314	0	38,314	0

Operator	All	Commercial	Cost Revenue Generating	Subsidy
Hollands Coaches	428	428	0	0
Johnsons Coach Travel	125,208	68,507	56,701	0
Kev's Cars	87,807	0	28,961	58,846
LMS Travel	389,353	207,743	67,430	114,180
Marchant's Coaches	4,551	4,551	0	0
MRD Travel	61,464	61,464	0	0
N.N. Cresswell	114,597	114,597	0	0
Pulham's Coaches	129	129	0	0
R & B Travel	62,465	0	62,465	0
Stagecoach South Midland	165,474	165,474	0	0
Travel West Midlands	344,519	344,519	0	0
Wyre Forest Community Bus	10,325	10,325	0	0
Yarranton Brothers	59,886	59,886	0	0
Total (passengers)	10,436,039	9,125,716	755,778	554,545
Total (percent)	100	87%	7%	5%

Bus Patronage, numbers, 2018 (source Worcestershire County Council)

Operator	All	Commercial	Cost /RG	Subsidy
Astons Coaches	2%	0%	34%	0%
ATG (Formerly WMSNT)	1%	0%	0%	16%
Clearways Coaches	1%	1%	0%	0%
Coniston Coaches	1%	0%	9%	0%
Diamond Bus (Rotala)	40%	44%	23%	10%
Dudley's Coaches	0%	1%	0%	0%
Finesse Travel	0%	0%	1%	0%
First in the Midlands	40%	43%	0%	43%
Henshaws	0%	0%	5%	0%
Johnsons Coach Travel	1%	1%	8%	0%
Kev's Cars	1%	0%	4%	11%
LMS Travel	4%	2%	9%	21%
MRD Travel	1%	1%	0%	0%
N.N. Cresswell	1%	1%	0%	0%
R & B Travel	1%	0%	8%	0%
Stagecoach South Midland	2%	2%	0%	0%
Travel West Midlands	3%	4%	0%	0%
Yarranton Brothers	1%	1%	0%	0%
Total (passengers)	100%	100%	100%	100%

Bus Patronage, percent (exclude those operators with 0%), 2018 (source Worcestershire County Council)

3.4 Fares and Ticketing

As part of the County's partnership with commercial operators, Worcestershire encourages private operators to keep fares as low as possible within commercial viability. The County will also encourage operators to offer discounted fare products and concessions to help grow bus patronage.

Children's fares are available throughout Worcestershire, with children being defined as aged 5 to 15 inclusive.

	Main operator	Adult day ticket	Child day ticket	Adult week ticket	Child week ticket
Worcester	First Bus	£4.70	£3.20	£16.00	£12.50
Redditch	Diamond	£3.00	£2.65	£13.65	£12.60
Kidderminster	Diamond	£4.00	£2.65	£15.75	£12.10
Malvern	First Bus	£6.50	£4.50	£22.00	£20.00
Bromsgrove	Diamond	£4.00	£2.65	£15.75	£12.10
Evesham	First Bus	£6.50	£4.50	£22.00	£20.00
Droitwich	First Bus	£6.50	£4.50	£22.00	£20.00

Summary of Worcestershire Fares by District

The Summary of Worcestershire Fares by District table above highlights the disparity in bus fares between north and south Worcestershire, with bus prices in general being cheaper in the north of the County. In general, the services provided by Diamond Bus are cheaper than those offered by First Bus in rural areas, and this might be attributable to First Bus serving more rural towns surrounding Worcester (Malvern, Evesham, and Droitwich). However, First Bus is more expensive than Diamond Bus in the more urban areas. There is a clear divide between the areas served by Diamond and those served by First, with very few areas of overlap. This leads to a lack of competition in the areas served by only one operator, which is a major factor in the setting of fares.

Origins and Destinations

Origin	Worcester (per km)	Malvern (per km)	Pershore (per km)	Redditch (per km)	Kidderminster (per km)	Bromsgrove (per km)
Worcester	56p	47p	42p	39p	30p	26p
Malvern	47p	135p	27p	22p	35p	38p
Pershore	42p	27p	200p	24p	35p	43p
Redditch	39p	26p	N/A	136p	24p	58p
Kidderminster	30p	35p	N/A	24p	100p	40p
Bromsgrove	26p	38p	N/A	58p	40p	185p

Cost of fares per km in Worcestershire.

A full summary of fare information is included as Appendix A

3.5 Multi Operator and Smart Ticketing

Worcestershire's Severn Card is a multi-operator student bus pass (under 19's or mature students at sponsor colleges) and is valid 24/7 on bus services in Worcestershire which are in the scheme. Severn Card operates on a zonal basis; Zone 1 and Zone 2 spatial extent varies by District and town, and zone 3 operates Countywide. Fares and ticketing differ between each zone. This scheme is under review to identify ways to further promote multi operator and integrated ticketing.

There is currently a system of smart ticketing in place in Worcestershire: the 'Connecta'. The Connecta scheme covers the entire County (the County Connecta), as well as three area-specific schemes: Kidderminster Connecta (Kidderminster/Bewdley/Stourport), Redditch Connecta, and City Connecta (Worcester). These tickets allow the user to travel on any bus operator in the region or the specific area, all under one ticket and price.

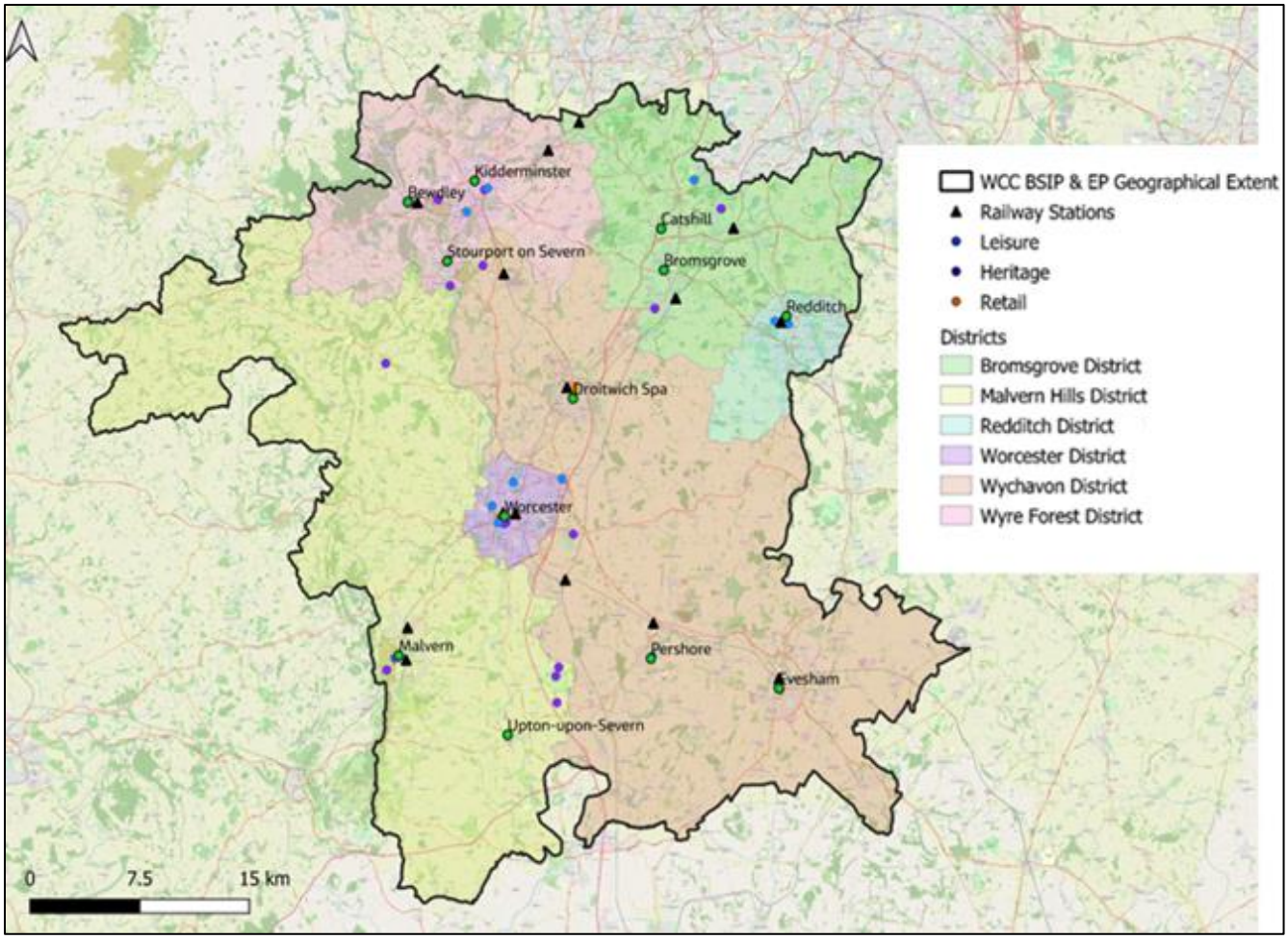
The price of Connecta fares is shown in the table below.

Ticket	Area Covered	Day Ticket	Week Ticket
County Connecta	Worcestershire County	£8.00	£27.00
Kidderminster Connecta	Kidderminster – Bewdley – Stourport	£4.20	£16.00
Redditch Connecta	Redditch	£3.25	£14.00
City Connecta	City of Worcester	£5.50	£17.50

3.6 Key Trip Attractors

Alongside employment and education, key trip attractors in the County include leisure and retail destinations. Worcester as the County town and largest settlement has the largest concentration of retail in the county, alongside retail in the individual towns and the larger settlements. The leisure assets of the County are many and varied. The natural environment of the County is highly varied from the landscapes of the Cotswolds and Malvern Hills Area of Outstanding Natural Beauty to the ancient woodlands of the Wyre Forest. The build heritage attractions are many and varied across the county including Worcester Cathedral, Broadway Tower and Avoncroft Museum, all of which contribute to the rich cultural heritage of the county.

Railway Station locations in Worcestershire 2021



Key trip attractors in Worcestershire

3.7 Accessibility

3.7.1 Access to a Bus Stop

The figures below present the number and percentage of people in each district in Worcestershire with access to:

- At least one bus in the time period
- 2+ buses per hour in that time period.

Percentages have been colour coded based on % with Green meaning High Access and Red % meaning Low Access

Population is based upon mid population estimates 2019.

Population within 500m of at least one bus service in the time period										
Local Authority		Total Populatior	Weekday AM Peak (07:00-08:59)	Weekday Morning (09:00-11:59)	Weekday PM Peak (16:00-17:59)	Weekday Evening (18:00-21:59)	Saturday Afternoon (12:00-15:59)	Saturday Evening (18:00-21:59)	Sunday Afternoon (12:00-15:59)	Sunday Evening (18:00-21:59)
Bromsgrove	E07000234	98,662	81,229	84,692	85,162	75,198	80,300	75,110	41,766	41,208
City of Worcester	E07000237	101,891	99,704	100,985	101,024	98,077	100,985	97,959	60,819	50,633
Malvern Hills	E07000235	78,113	51,317	55,153	55,241	43,383	51,525	33,440	20,245	20,135
Redditch	E07000236	84,989	80,502	81,401	81,845	79,609	80,307	79,609	67,454	67,334
Wychavon	E07000238	127,340	97,727	98,169	97,424	73,771	96,885	70,740	31,400	29,493
Wyre Forest	E07000239	101,062	92,341	92,749	92,976	88,919	92,473	88,919	30,636	9,997
County		592,057	502,819	513,149	513,672	458,958	502,474	445,777	252,319	218,801
Bromsgrove	E07000234		82%	86%	86%	76%	81%	76%	42%	42%
City of Worcester	E07000237		98%	99%	99%	96%	99%	96%	60%	50%
Malvern Hills	E07000235		66%	71%	71%	56%	66%	43%	26%	26%
Redditch	E07000236		95%	96%	96%	94%	94%	94%	79%	79%
Wychavon	E07000238		77%	77%	77%	58%	76%	56%	25%	23%
Wyre Forest	E07000239		91%	92%	92%	88%	92%	88%	30%	10%
County			85%	87%	87%	78%	85%	75%	43%	37%

Population within 500m of a bus service (at least hourly, 2021) – Red % (Lower), Green %(Higher) access to a bus service

This highlights the basic issues with the current network. There are 'pockets' with less coverage and notably so at evenings and weekends.

Population within 500m of 2+ buses per hour										
Local Authority		Total Populatior	Weekday AM Peak (07:00-08:59)	Weekday Morning (09:00-11:59)	Weekday PM Peak (16:00-17:59)	Weekday Evening (18:00-21:59)	Saturday Afternoon (12:00-15:59)	Saturday Evening (18:00-21:59)	Sunday Afternoon (12:00-15:59)	Sunday Evening (18:00-21:59)
Bromsgrove	E07000234	98,662	47,396	49,156	53,854	8,453	48,191	8,421	5,941	5,744
City of Worcester	E07000237	101,891	96,486	98,996	97,872	32,666	89,234	26,246	36,235	0
Malvern Hills	E07000235	78,113	21,633	20,291	20,291	0	20,733	0	3,552	0
Redditch	E07000236	84,989	59,652	57,940	57,677	41,363	51,687	41,363	48,187	4,637
Wychavon	E07000238	127,340	50,260	47,107	44,424	0	39,734	0	0	0
Wyre Forest	E07000239	101,062	56,787	55,733	56,343	20,748	55,152	20,748	0	0
County		592,057	332,214	329,223	330,460	103,230	304,730	96,778	93,915	10,381
Wyre Forest	E07000239		48%	50%	55%	9%	49%	9%	6%	6%
Bromsgrove	E07000234		95%	97%	96%	32%	88%	26%	36%	0%
Redditch	E07000236		28%	26%	26%	0%	27%	0%	5%	0%
City of Worcester	E07000237		70%	68%	68%	49%	61%	49%	57%	5%
Wychavon	E07000238		39%	37%	35%	0%	31%	0%	0%	0%
Malvern Hills	E07000235		56%	55%	56%	21%	55%	21%	0%	0%
County			56%	56%	56%	17%	51%	16%	16%	2%

Population within 500m of a bus service (at least 2 buses an hour, 2021) Red % (Lower), Green %(Higher) access to a bus stop

The level of services diminish rapidly when we start to look at frequency. One of the objectives in the Plan will be to address these issues from a countywide perspective.

Access to Key Destinations

A strategic accessibility analysis has been undertaken to gather intelligence on the relationship between where people live and where they need/would like to get to. These places include sites offering education, employment, health, leisure and shopping. An assessment was undertaken and analysed as part of the STEB, including analysis of nearest facility (known as a 'threshold' calculation) and total number of faculties of type (typically known as an 'opportunity measure').

Accessibility has been calculated using TRACC software and, for public transport calculations, using 2020 Quarter 1 data obtained from Basemap's Passenger Transport data download facility (source of which is Traveline). Due to the opening date for Worcestershire Parkway, any services calling at the station are not included within this dataset and therefore not included in the analysis.

This report considers accessibility to the nearest rail station and to the city/key district centres, GP surgeries, hospitals with an A&E department, secondary schools and supermarkets across Worcestershire within the tables below. Each table looks at the proportion of the population who can reach that destination within the desired travel time

The following tables explore the percentage of the population in each district who can access a range of trip attractors by three different modes.

The table below shows access to town and district centres :

- Walking (30 minute journey time)
- Cycling (30 minute journey time)
- Public Transport (60 minute journey time). Public transport has been further divided into different time zones:
    - Weekday morning peak
    - Weekday day time (interpeak)
    - Weekday afternoon peak
    - Weekday evening
    - Saturday daytime
    - Sunday daytime

These have then been categorised by the percentage of journeys which can be made by the different transport modes within the specified journey times.

- Light to dark green = 81% or above
- Light to dark red = below 80%

Destination	Mode	Catchment (minutes)	County	Bromsgrove	Malvern Hills	Redditch	Worcester	Wychavon	Wyre Forest
City Centre / District Centre	Cycle	<=30	84%	70%	65%	99%	100%	80%	90%
	Walk	<=30	34%	31%	22%	27%	43%	37%	37%
	PT Weekday Morning Peak	<=60	90%	86%	74%	94%	99%	88%	94%
	PT Weekday Daytime	<=60	91%	94%	77%	95%	99%	86%	95%
	PT Weekday PM Peak	<=60	88%	90%	58%	94%	99%	87%	94%
	PT Weekday Evening	<=60	65%	74%	40%	78%	93%	48%	57%
	PT Saturday Daytime	<=60	90%	93%	71%	94%	99%	86%	95%
	PT Sunday Daytime	<=60	56%	64%	38%	74%	71%	41%	55%

Proportion of population with access to key centres by mode and travel time

The table below shows access to a rail station:

- Walking (30 minute journey time)
- Cycling (30 minute journey time)
- Public Transport (30 minute journey time). Public transport has been further divided into different time zones:
    - Weekday morning peak
    - Weekday day time (interpeak)
    - Weekday afternoon peak
    - Weekday evening
    - Saturday daytime
    - Sunday daytime

These have then been categorised by the percentage of journeys which can be made by the different transport modes within the specified journey times.

- Light to dark green = 85% or above
- Light to dark red = below 85%

Destination	Mode	Catchment (minutes)	County	Bromsgrove	Malvern Hills	Redditch	Worcester	Wychavon	Wyre Forest
Rail Station	Cycle	<=30	92%	100%	66%	99%	100%	87%	96%
	Walk	<=30	38%	45%	39%	32%	49%	32%	34%
	PT Weekday Morning Peak	<=30	78%	80%	53%	87%	98%	72%	77%
	PT Weekday Daytime	<=30	82%	89%	56%	88%	99%	75%	81%
	PT Weekday PM Peak	<=30	77%	81%	48%	87%	97%	72%	75%
	PT Weekday Evening	<=30	54%	51%	40%	75%	87%	38%	38%
	PT Saturday Daytime	<=30	81%	86%	54%	88%	99%	74%	80%
	PT Sunday Daytime	<=30	46%	51%	38%	70%	63%	28%	32%

Proportion of population with access to rail stations by mode and travel time

The table below shows access to GP surgeries:

- Walking (30 minute journey time)
- Cycling (30 minute journey time)
- Public Transport (30 minute journey time). Public transport has been further divided into different time zones:
    - Weekday morning peak
    - Weekday day time (interpeak)
    - Weekday afternoon peak
    - Weekday evening
    - Saturday daytime
    - Sunday daytime

These have then been categorised by the percentage of journeys which can be made by the different transport modes within the specified journey times.

- Light to dark green = 80% or above
- Light to dark red = below 79%

Destination	Mode	Catchment (minutes)	County	Bromsgrove	Malvern Hills	Redditch	Worcester	Wychavon	Wyre Forest
GP	Cycle	<=30	99%	100%	97%	100%	100%	98%	100%
	Walk	<=30	76%	83%	53%	86%	96%	55%	83%
	PT Weekday Morning Peak	<=30	88%	92%	67%	89%	99%	83%	93%
	PT Weekday Daytime	<=30	89%	94%	74%	89%	99%	84%	94%
	PT Weekday PM Peak	<=30	88%	93%	69%	89%	99%	84%	93%
	PT Weekday Evening	<=30	71%	79%	46%	79%	91%	56%	73%
	PT Saturday Daytime	<=30	88%	94%	69%	89%	99%	83%	93%
	PT Sunday Daytime	<=30	68%	77%	46%	77%	86%	51%	70%

Proportion of population with access to GP surgeries by mode and travel time

The table below shows access to a hospital with an accident and emergency department:

- Walking (30 minute journey time)
- Cycling (30 minute journey time)
- Public Transport (60 minute journey time). Public transport has been further divided into different time zones:
    - Weekday morning peak

- Weekday day time (interpeak)
- Weekday afternoon peak
- Weekday evening
- Saturday daytime
- Sunday daytime

These have then been categorised by the percentage of journeys which can be made by the different transport modes within the specified journey times.

- Light to dark green = 70% or above
- Light to dark red = below 69%

Destination	Mode	Catchment (minutes)	County	Bromsgrove	Malvern Hills	Redditch	Worcester	Wychavon	Wyre Forest
Hospital (A&E)	Cycle	<=30	34%	1%	2%	100%	100%	8%	0%
	Walk	<=30	4%	0%	0%	12%	12%	0%	0%
	PT Weekday Morning Peak	<=60	48%	54%	23%	90%	99%	28%	1%
	PT Weekday Daytime	<=61	55%	75%	31%	92%	99%	33%	5%
	PT Weekday PM Peak	<=62	47%	62%	17%	91%	99%	22%	0%
	PT Weekday Evening	<=63	31%	30%	2%	77%	69%	15%	0%
	PT Saturday Daytime	<=64	54%	74%	37%	91%	99%	27%	5%
	PT Sunday Daytime	<=65	19%	29%	0%	72%	16%	3%	0%

Proportion of population with access to Hospitals with an A&E by mode and travel time - Red % Lower/ Green % Higher Accessibility

The table below shows access to secondary education :

- Walking (30 minute journey time)
- Cycling (40 minute journey time)
- Public Transport (40 minute journey time). Public transport has been further divided into different time zones:
  - Weekday morning peak
  - Weekday day time (interpeak)
  - Weekday afternoon peak
  - Weekday evening
  - Saturday daytime
  - Sunday daytime

These have then been categorised by the percentage of journeys which can be made by the different transport modes within the specified journey times.

- Light to dark green = 80% or above
- Light to dark red = below 79%

Destination	Mode	Catchment (minutes)	County	Bromsgrove	Malvern Hills	Redditch	Worcester	Wychavon	Wyre Forest
Education (Secondary)	Cycle	<=30	97%	100%	89%	100%	100%	92%	99%
	Walk	<=30	62%	76%	39%	87%	74%	37%	66%
	PT Weekday Morning Peak	<=40	90%	93%	75%	95%	99%	85%	94%
	PT Weekday Daytime	<=40	90%	95%	73%	95%	99%	83%	95%
	PT Weekday PM Peak	<=40	89%	93%	65%	95%	99%	83%	94%
	PT Weekday Evening	<=40	68%	76%	47%	86%	87%	50%	64%
	PT Saturday Daytime	<=40	90%	94%	72%	95%	99%	82%	94%
	PT Sunday Daytime	<=40	63%	75%	46%	85%	75%	41%	63%

Proportion of population with access to Secondary Schools by mode and travel time

The table below shows access to a Supermarket:

- Walking (30 minute journey time)
- Cycling (30 minute journey time)
- Public Transport (30 minute journey time). Public transport has been further divided into different time zones:
    - Weekday morning peak
    - Weekday day time (interpeak)
    - Weekday afternoon peak
    - Weekday evening
    - Saturday daytime
    - Sunday daytime

These have then been categorised by the percentage of journeys which can be made by the different transport modes within the specified journey times.

- Light to dark green = 80% or above
- Light to dark red = below 79%

Destination	Mode	Catchment (minutes)	County	Bromsgrove	Malvern Hills	Redditch	Worcester	Wychavon	Wyre Forest
Supermarket	Cycle	<=30	97%	100%	85%	100%	100%	95%	99%
	Walk	<=30	77%	85%	51%	79%	100%	55%	89%
	PT Weekday Morning Peak	<=30	90%	93%	74%	93%	99%	85%	94%
	PT Weekday Daytime	<=30	91%	94%	77%	94%	99%	83%	95%
	PT Weekday PM Peak	<=30	89%	93%	66%	93%	99%	84%	93%
	PT Weekday Evening	<=30	75%	76%	49%	81%	99%	59%	84%
	PT Saturday Daytime	<=30	90%	94%	73%	93%	99%	82%	94%
	PT Sunday Daytime	<=30	73%	75%	48%	78%	99%	55%	83%

Proportion of population with access to a Supermarket by mode and travel time

Access to the trip attractors does vary by mode and journey time. Whilst this appears consistent, this is more challenging in the rural districts of Malvern Hills and Wychavon. For shorter journeys, walking and cycling can be realistic options for some of the population, however, as journey distances and times increase, this becomes more difficult and a less attractive or realistic option. Journey times to accident and emergency departments are particularly difficult for all modes outside of Redditch and Worcester.

These tables all show the impact of reduced public transport services during the weekends/evenings and the negative impact that this has on journey times and accessibility.

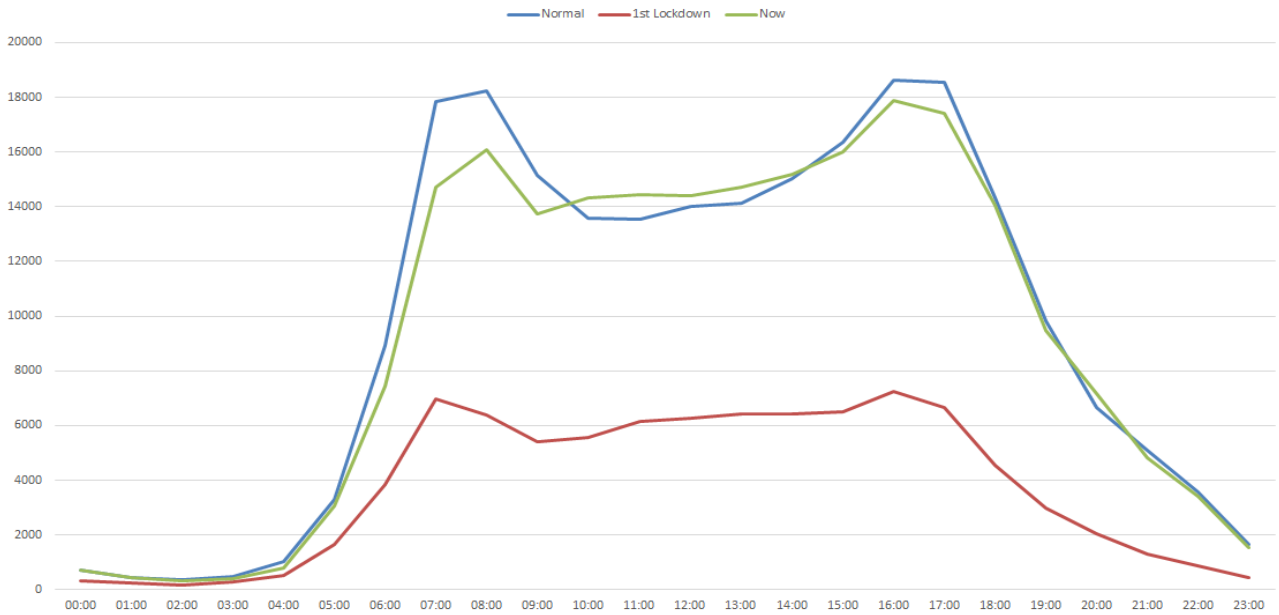
On a week day evening and Sunday daytime, the number of people with access to a bus service drops significantly, the exception being Worcester and Redditch with infrequent services.

4. Highways, Congestion and Parking

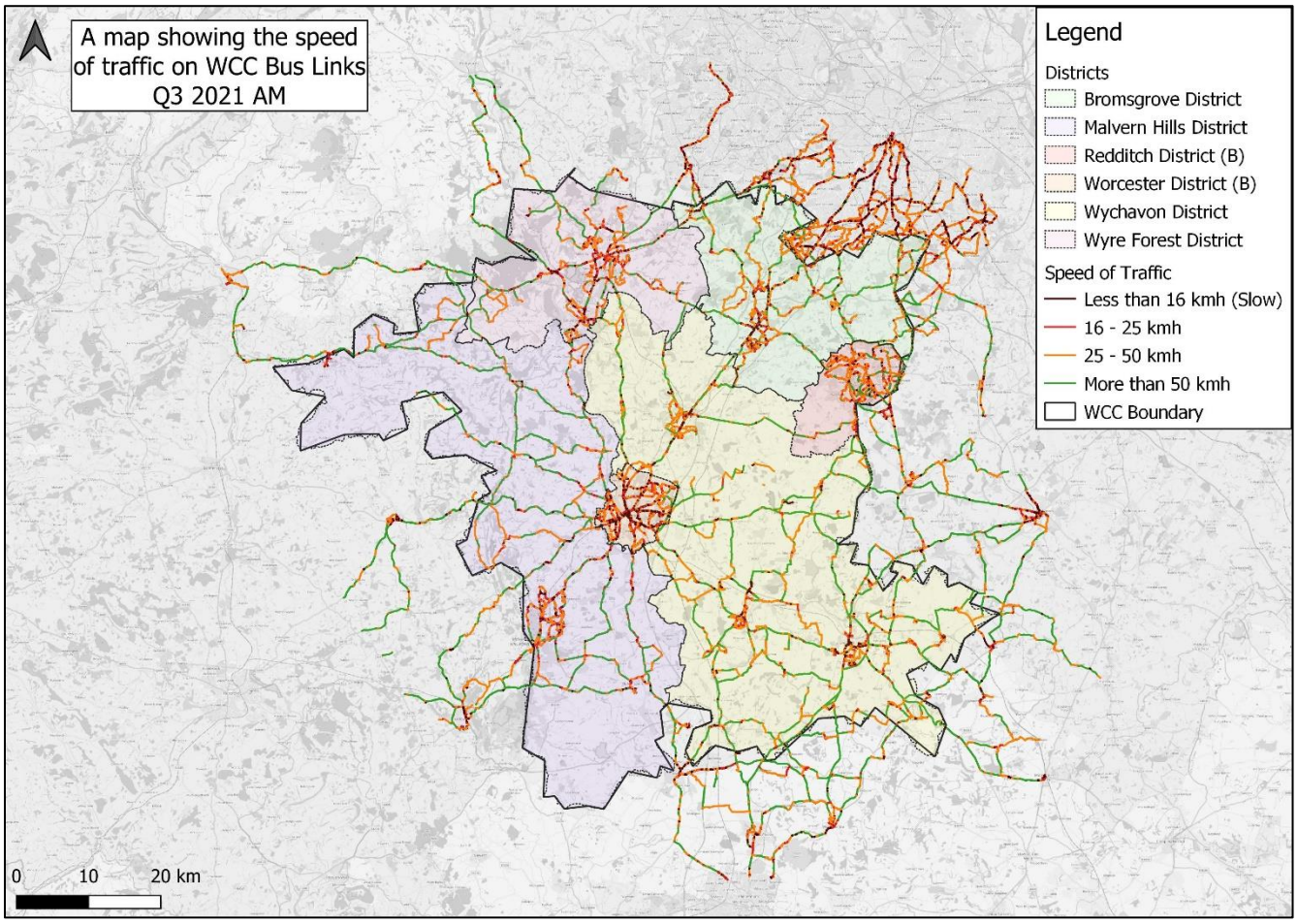
4.1 Traffic Trends

The Worcestershire County Council Travel and Transport data report shows that traffic flows in Worcestershire are currently 95% of pre COVID-19 levels, as presented in Traffic levels (March 2020 to August 2021). Between March and April 2020, traffic flows in Worcester City dropped to lower levels than Worcestershire, and nationally. The highest rates of increase in traffic flow occurred following the easing of lockdown in May 2020 when construction and manufacturing workers were encouraged to return and allowed travel for work purposes.

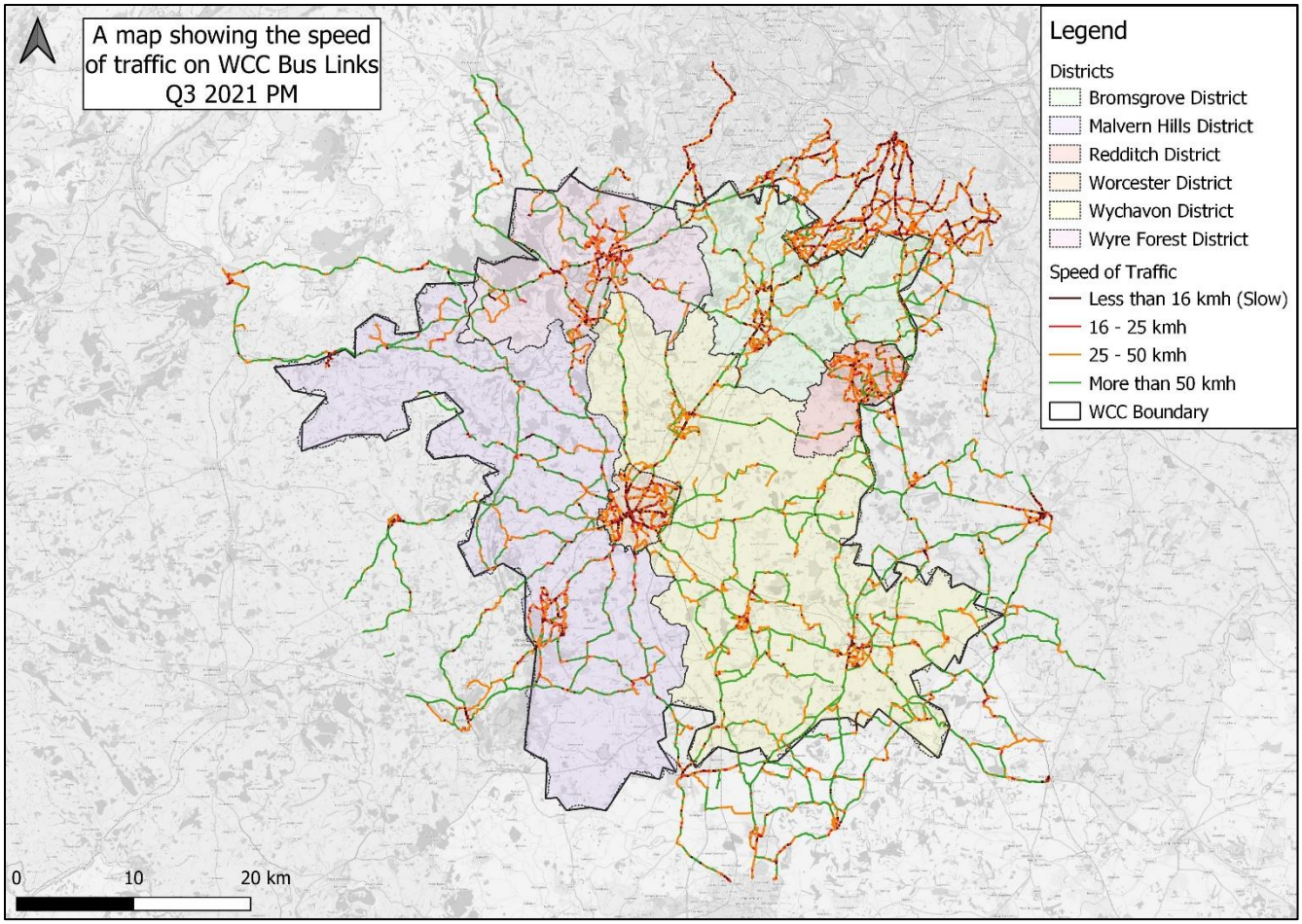
Traffic levels by District (March 2020 to August 2021)



Traffic levels by time period (March 2020 to August 2021)



Map showing the speed of traffic on Worcestershire County Council bus links, Quarter 3 2021AM



Map showing the speed of traffic on Worcestershire County Council bus links Quarter 3 2021, PM

4.2 Operator Challenges

Diamond Bus, who predominately operate in the north of Worcestershire have provided Worcestershire County Council with a list of traffic hot spots and potential route improvements. This list can be broadly classified into three main categories:

- Poor parking: This can cause delays due to narrow streets. This problem is more identifiable in Redditch with five hot spots. Also, Kidderminster suffers from poor parking in certain areas. The bus routes that are most affected by this are 10, 47, 51, 70 and 303.
- Congestion at junctions and roundabouts: Heavy traffic is a main issue that causes delays in bus services, mostly an junctions and roundabouts. Kidderminster appears to cluster most of the hot spots due to congestion. Routes 3, 10, 47, 50, 62 and 125 are affected by heavy traffic in junctions and roundabouts.
- Delays because of schools, shopping and other attractions: In certain areas schools, hospitals, shopping areas and other attractions like West Midlands Safari Park in Kidderminster can create delays at peak times. Routes 50, 57, 125 and 247 are mainly affected.

Similarly, First Bus also provided Worcestershire County Council with a list of congestion issues within Worcestershire (noted below). The main challenge is in Worcester City and relates to traffic lights and vehicles entering the bus lane.

Worcester City:

- Bus Lane populated with vehicles bottom of Ronkswood and Newtown Road at times when the lane is in operation.
- Lowesmoor – parking at all times but worse in evenings and weekends. Lowesmoor Bus lane lights used by vehicles at all times toward St Nicholas Street and by through traffic in restricted times. Sensor to change lights for buses not operating toward the city.
- Asda (Pheasant Street) controlled crossing causing delays back into Lowesmoor.
- London Road congestion both morning and afternoon peaks.
- Signage required for the 'Bus Priority Box' in The Butts – and broken white lane to allow buses to merge to make other vehicle users more aware.

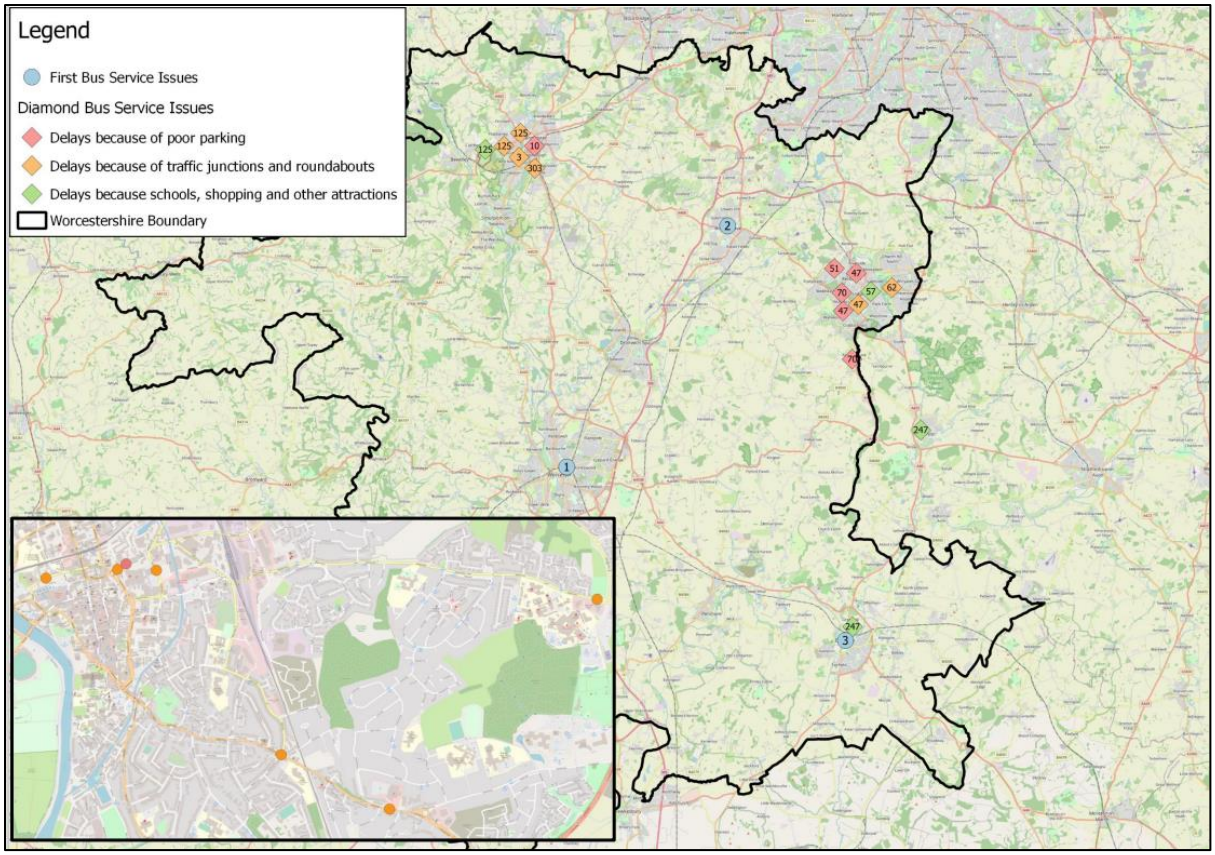
Bromsgrove:

- Bromsgrove – peak morning and afternoon – congestion Rockhill to Bus Station – pedestrian lights/ zebra crossing.

Evesham:

- Evesham – peak again Prince Henry's High School toward Evesham – heavy congestion to Evesham centre then again to Abbey Bridge;
- Evesham – Saturdays (especially summer) due to series of pedestrian and traffic lights.

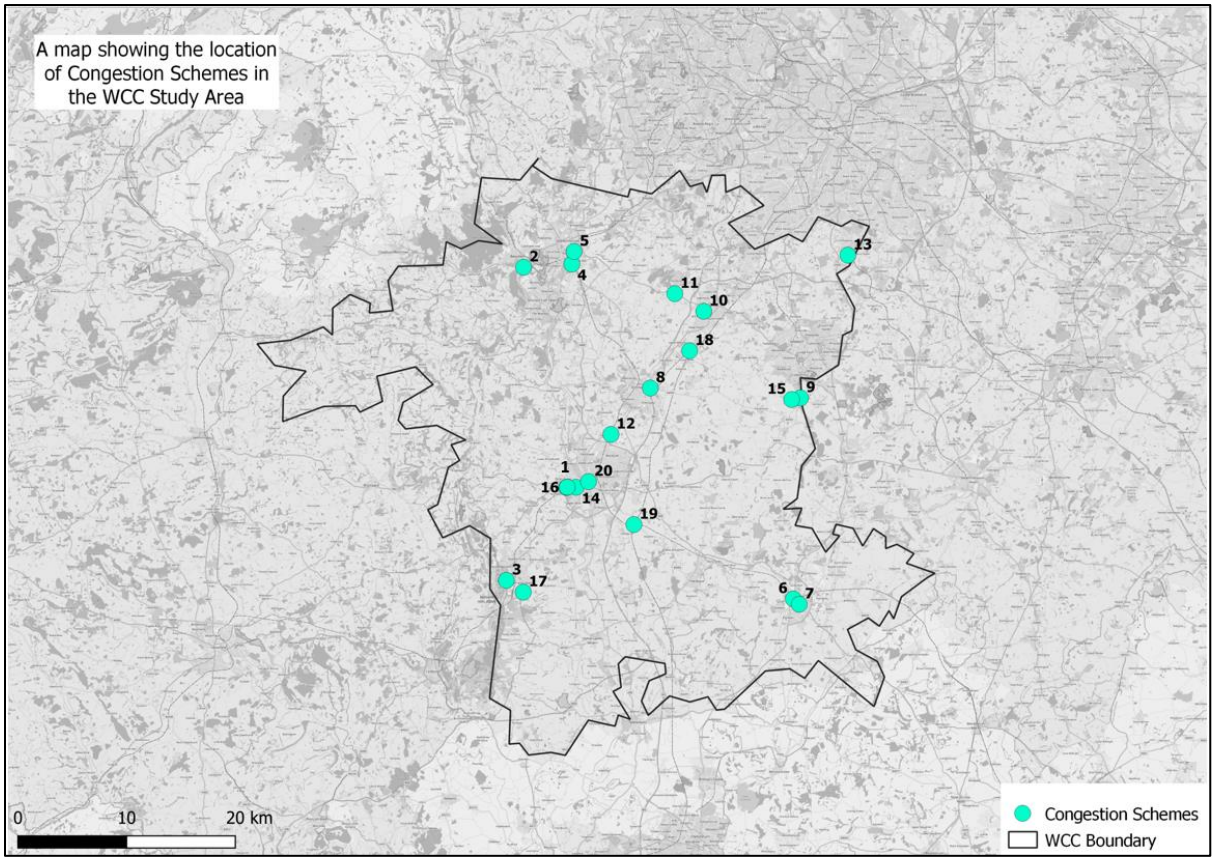
The map below shows locations of issues affecting Diamond Bus and First Bus Services.



Map of Congestion Sites Identified by Bus Operators

4.3 Congestion schemes implemented:

Worcestershire County Council has already implemented a number of schemes across the County to improve conditions for bus users, and to tackle congestion. The locations of these schemes can be seen on the map that follows.



Map of Congestion Schemes Implemented in Worcestershire

Scheme Number	Scheme Description
1	Bromyard Road, Worcester -
2	St Johns Improvements
3	Poolbrook Road, Malvern - Bus Shelter
4	A449/A456 at Black Bridge
5	A449 Hoobrook, Kidderminster
6	High Street Evesham corridor
7	Port Street Evesham corridor
8	TRO along Worcester Road, Bromsgrove
9	Astwood Bank signals improvement/TRO
10	TRO along A448 Kidderminster Road, Bromsgrove
11	A456 Hagley corridor
12	Hanbury Road signals improvement/TRO, Droitwich
13	Station Road, Wythall
14	Worcestershire Parkway Railway Station
15	Dark Lane, Redditch
16	Worcester City Future High St Funds Public Realm
17	A449 Malvern Signal improvements
18	Shaw Lane, Stoke Prior

19	Signal efficiencies along the A44 corridor of Worcester – Bromyard Road to Redhill
20	TRO along A38 Droitwich Road, Worcester

4.4 Vehicle Fleet Age:

The average age of bus fleet used as Public Service Vehicles by local bus operators in English non-metropolitan areas has not changed in the past 15 years (2005/06 and 2019/20). DfT bus statistics (BUS0605) state the average age of the bus fleet in non-metropolitan areas is 8.8 years, which is slightly higher than the England average of 8.0 in 2019/20 (increase from 7.7 in 2005/06).

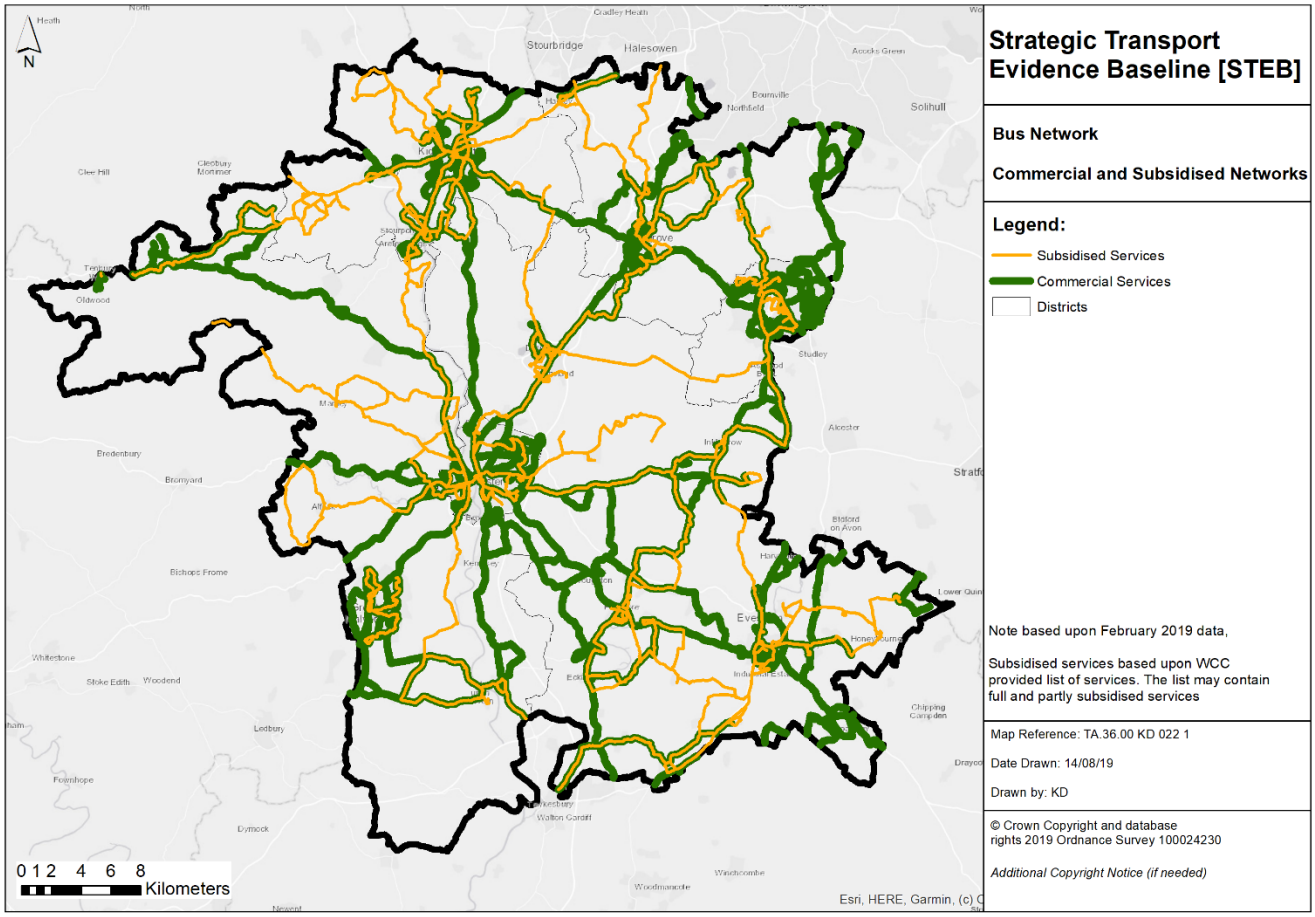
4.5 Existing Bus Priority and Infrastructure

Worcestershire County Council defines Bus Priority as various techniques used to improve service and reduce delays for buses at intersections or junctions. We aspire to look at this more holistically from a bus network perspective.

4.6 Local Transport Authority Financial Support for Bus Services

There are a number of Worcestershire residents whose transport needs will be met by commercial services. One of the County's priorities is to support the commercial market. Where some transport needs cannot be met by the commercial market, the Council has to consider whether it should intervene, by offering organisational, operational or financial support for any additional service provision. Worcestershire County Council will assess its priorities, in the context of available funding.

4.6.1 Subsidised Service Provision



Map of Strategic Transport Evidence Baseline

Where Worcestershire County Council considers that passenger transport objectives justify the provision of additional services to fill any gaps in the commercially provided network, the Council may, through negotiation with commercial operators and/or through exercise of the statutory tendering system, secure the provision of services.

Subsidised services will be devised to satisfy social needs and transportation objectives. All subsidised services will be monitored closely to ensure that the specifications are being met. In determining the award of contracts for the operation of subsidised services, the Council will seek to achieve best value with the resources at its disposal and, in addition to price, will take into account the ability of prospective operators to deliver services efficiently and effectively. The provision of subsidised cross-boundary services will be secured on the basis of negotiated agreements with adjoining councils and will take account of the respective policies and priorities of each funding authority.

The calculated subsidy bus network mileage is approaching 45,000 km, over 20% (see Bus kilometres all services - subsidised only) and bus kilometres (percentage of all services that are subsidised) for full analysis.

The bus networks in Redditch and Worcester are largely commercial with less than 10 percent subsidised. In Malvern Hills, Wychavon and Wyre Forest around 1 in 3 kilometres is subsidised. Very little of the Sunday network is subsidised, with only 118 kilometres calculated in Wychavon, 19.2 percent of total mileage in the District, 2 percent across the County.

Route distance by District (km) - subsidised services (part/full), all time periods

Local Authority	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Bromsgrove	1,191	1,191	1,191	1,191	1,191	1,044	-	6,998
Malvern Hills	1,364	1,364	1,364	1,381	1,364	1,115	-	7,954
Redditch	778	303	259	303	259	247	-	2,149
Worcester	535	535	535	535	535	564	-	3,240
Wychavon	2,452	2,455	2,452	2,455	2,452	2,334	118	14,718
Wyre Forest	1,649	1,580	1,649	1,587	1,681	1,431	-	9,577
County	7,969	7,429	7,450	7,453	7,482	6,734	118	44,635

Bus kilometres (all services – subsidised only)

Proportion of route distance by District (km) that are subsidised services, all time periods

Local Authority	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Bromsgrove	15.3%	15.3%	15.3%	15.3%	15.2%	14.8%	0.0%	14.6%
Malvern Hills	33.0%	33.0%	32.9%	33.3%	33.0%	33.6%	0.0%	32.7%
Redditch	13.3%	5.2%	4.4%	5.2%	4.4%	4.7%	0.0%	5.9%
Worcester	9.3%	9.3%	9.3%	9.3%	9.2%	11.2%	0.0%	9.3%
Wychavon	35.5%	34.9%	35.1%	35.0%	34.9%	37.6%	19.2%	35.2%
Wyre Forest	32.0%	31.1%	32.0%	31.2%	32.4%	31.3%	0.0%	31.4%
County	22.4%	20.8%	20.9%	20.9%	20.9%	21.4%	2.0%	20.7%

Bus kilometres (Percentage of all services that are subsidised)

In total only around 5% of all mileage is in the period post 19:00 hours, and very little is subsidised (<1%). Of the 10,815 kilometres of operator mileage, over 4,000 km are in Bromsgrove.

Less than 1% of all subsidised services are in this period, and most of any subsidised network is in Bromsgrove (75 km out of 93 km).

Route distance by District (km) - all services, running after 19.00 hrs

Local Authority	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Bromsgrove	623	623	623	623	670	631	373	4,164
Malvern Hills	482	161	161	161	161	150	4	1,279
Redditch	326	326	326	326	376	371	90	2,140
Worcester	186	186	186	186	234	216	14	1,210
Wychavon	149	149	149	149	204	177	20	998
Wyre Forest	171	171	171	171	171	169	-	1,024
County	1,937	1,616	1,616	1,616	1,816	1,715	500	10,815

Bus kilometres (services running after 19.00 hrs)

Route distance by District (km) - subsidised services (part/full), running after 19.00 hrs

Local Authority	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total

Bromsgrove	12	12	12	12	12	12	-	75
Malvern Hills	-	-	-	-	-	-	-	-
Redditch	-	-	-	-	-	-	-	-
Worcester	-	-	-	-	-	-	-	-
Wychavon	2	2	2	2	2	-	-	11
Wyre Forest	1	1	1	1	1	1	-	7
County	16	16	16	16	16	14	-	93

Bus kilometres (after 19.00 hrs services – subsidised only)

Proportion of route distance by District (km) that are subsidised services, running after 19.00 hrs

Local Authority	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Bromsgrove	2.0%	2.0%	2.0%	2.0%	1.9%	2.0%	0.0%	1.8%
Malvern Hills	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Redditch	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Worcester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wychavon	1.5%	1.5%	1.5%	1.5%	1.1%	0.0%	0.0%	1.1%
Wyre Forest	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	-	0.7%
County	0.8%	1.0%	1.0%	1.0%	0.9%	0.8%	0.0%	0.9%

Bus kilometres (Percentage of after 19.00 hrs services that are subsidised)

4.7 Car Parking

4.7.1 Worcestershire

Currently across Worcestershire, bus fares within key towns and urban centres are not competitive with car parking provision and tariffs.

Worcester City car parks are divided into zones, Green, Amber and Red with Green being the cheapest Tariff zone and Red being the highest. For other key towns like Kidderminster, Evesham, Droitwich and Stourport-on-Severn, car parking tariffs are allocated according to whether the car park is short stay or long stay, whereas Malvern's car park tariffs are organised by daytime and evening charges. All carparks have marked disabled bays where blue badge holders can park for free.

Towns	Number of car parks (excluding on street parking)	Capacity (including disabled spaces)	Tariffs
Worcester City	15	2393	Amber Zone: £0.90-£6.00 Red Zone: £1.20-£10.00 Green Zone: £0.60-£3.50
Redditch	19	Unknown	2Hrs – Daily: £1.50-£10.00 Free parking after 6pm for certain car parks
Kidderminster	10	1272	Short Stay (up to 2 hours): £1.00-£2.00 Long Stay Car Parks (1hr - 48hrs): £1.00-£10.00
Malvern	14	428	Day Time Charges:

			£0.50-£2.00 Evening Charges: £1.50
Bromsgrove	11	1399	Up to 30 mins – All Day: £0.30-£5.00
Evesham	11	2179	Short Stay: £0.50-£2.00 Long Stay: £1.00-£4.00 Free Parking on Sundays
Droitwich	8	939	Short Stay: £0.50-£2.00 Long Stay: £1.00-£4.00 Free Parking on Sundays
Stourport-on-Severn	7	691	Short Stay (up to 2 hours): £1.00-£2.00 Long Stay: (1hr-48hrs): £1.00-£10.00

5. Passenger survey data

5.1.1 Residents' Viewpoint Survey 2020

The Worcestershire County Council Viewpoint Survey 2020 was carried out from the 9th to 30th September 2020. The survey asks questions which enable the County Council to monitor public perception indicators, and include items such as priorities for the local area, satisfaction with County Council services and how well people feel informed.

When completing the survey, local residents were asked to think about their local area (defined as the area within a 15-20 minute walk from their property). Overall, when asked how satisfied or dissatisfied residents were with Worcestershire County Council, 62% stated that they were satisfied, a significant increase from 53% in 2019. However, when residents were asked for the top five things that most need improving in their local area, transport and road related issues were consistently highlighted as an area of improvement. Road and pavement improvement was ranked first, followed by the level of traffic congestion and then public transport.

1st	2nd	3rd	4th	5th
Road and pavement improvements	Level of traffic congestion	Public Transport	NHS Services	Activities for teenagers

Areas in need of improvement in Worcestershire (2020)

The chart below shows the relationship between services that need improvement and whether to contribute to a good place to live. (2020 Viewpoint Survey).

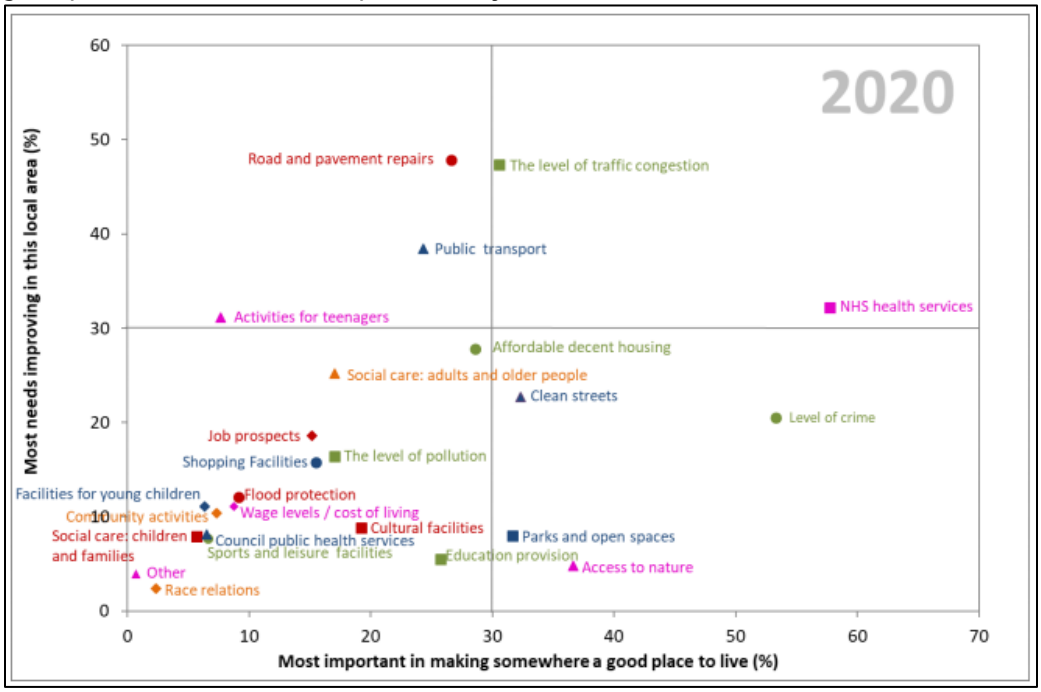


Chart to demonstrate the link between Passenger Transport services requirement improvement and the relationship with a good place to live.

5.1.2 Passenger Transport Strategy consultation

The Worcestershire Passenger Transport Strategy was developed to support Worcestershire's Local Transport Plan 4. The overarching objective of the Strategy is to ensure that residents and visitors have a level of access to services and facilities which contribute towards a good quality of life. Worcestershire County Council consulted

with residents and other stakeholders (including local employees and students) on the draft Passenger Transport Strategy in order to fully understand the contribution that these services make to the local economy, and their value in terms of community, health and well-being. The survey ran from 13th June 2019 to 13th September 2019 and in total received 2,505 responses.

Results of the survey are summarised below:

- Almost 20% of respondents travel by bus daily, with just under a quarter travelling by bus 1-4 times a week. Less than 3% of respondents use Community Transport weekly or more often.

- Respondents in full-time education are in the category most likely to use buses regularly, whilst data shows that those with long-term health conditions, and also females are likely to use the buses regularly.

- The most used buses in Worcestershire are the 144 and the 44, with many respondents using both bus services.

- Respondents are generally most likely to use a car/van for all types of journeys but for shopping and personal business trips and social and leisure activities, bus use is high.

- About a quarter of respondents use buses to travel to work; half do so daily and a third do so several times a week. Almost a third of all respondents who indicated that they travel to work by bus indicated that if there was no bus service available, they would not be able to access employment.

- Almost two thirds of respondents who indicated that they use a bus for travel to education and training did so daily. Almost two thirds of respondents travelled daily by bus to education and training and the 0-19 age group had the higher number of respondents in this category. Almost one-third of respondents who use a bus to access education and training indicated that they would not be able to get to their educational establishment if a bus service was unavailable. Proportions are particularly high among respondents in Bromsgrove and Wyre Forest.

- Over 40% of respondents who travel by bus to access healthcare do so less than once a month, with similar proportions using buses about 1-3 times a month. People in full time education and those with long-term health conditions are most likely to use buses for healthcare regularly. 17% of respondents who indicated that they access healthcare using buses stated they would not be able to reach their destination if the bus service was unavailable. Proportions are particularly high among those in full time education.

- Respondents indicators that the three factors which would encourage them to use Passenger Transport more frequently are: better services (increased frequencies), better-connected services (integrated) and more reliable services

- In terms of the proposals as set out in the Worcestershire Passenger Transport Strategy, respondents were in particular agreement with the statements "*Worcestershire County Council's aim should be to focus on meeting people's essential transport needs in the most cost-effective way*", "*The passenger transport network should be joined up (integrated) such as connecting to train services*", and "*Publicity for Passenger Transport Services should be improved*."

- Support among respondents was fairly strong for all of the other statements, with the exception being "*Worcestershire County Council should not provide support for services for which there is little use*." Almost two thirds of respondents registered disagreement with that statement, with almost a quarter of respondents stating that they "strongly disagreed".

- Over 60% of respondents indicated that the proposed Strategy would improve their ability to access essential services. 10% said that the strategy would reduce their access to essential services. Proportions who feel that the proposed strategy would reduce their access to essential services are relatively high among those respondents who regularly use buses, those who are 19 and under, those who have a long-term health condition, and those residing in Bromsgrove.

- Over 40% of all respondents were in favour of the proposal of how to decide if a particular bus service is financially supported. 16% of respondents either "disagreed" or "strongly disagreed". Proportions disagreeing were particularly high among those responding on behalf of an organisation.

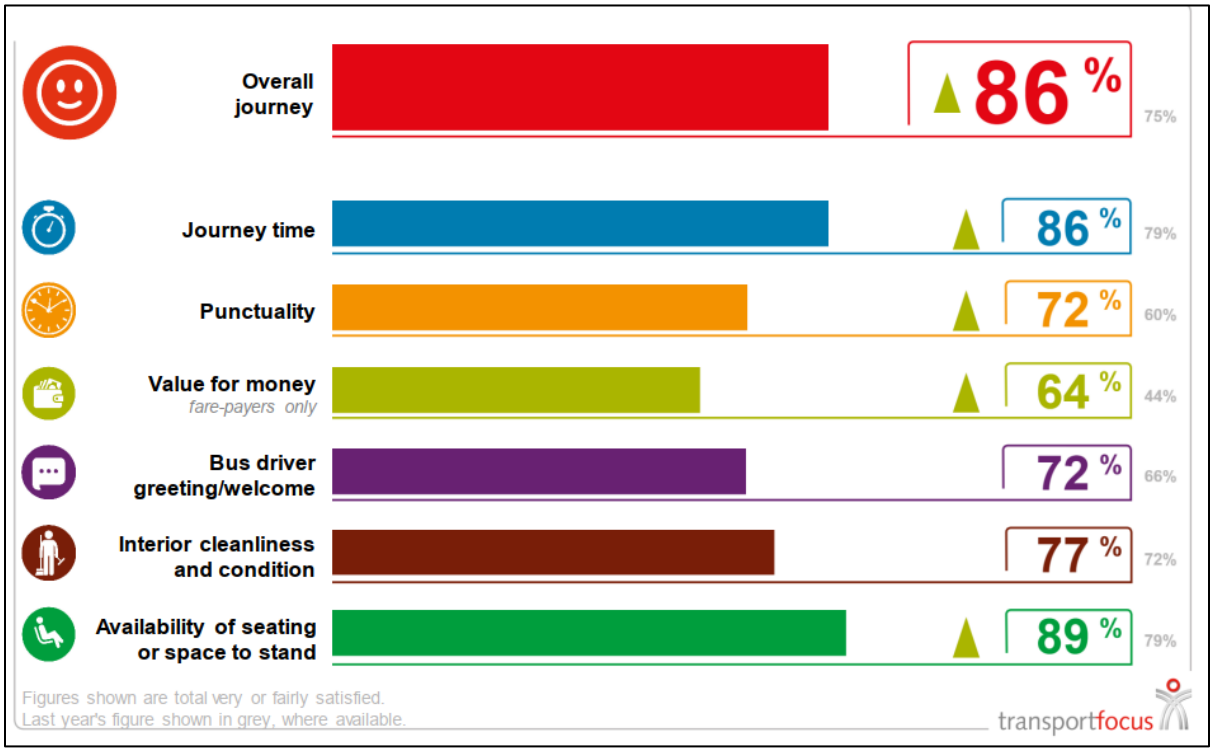
- Over 60% of all respondents agreed that the proposals would be a sensible way to spend Council funds to help make it possible for people to travel around Worcestershire on Passenger Transport when they need to. Less than 10% disagreed with the proposals overall.

See Appendix C for the full analysis and breakdown of Worcestershire Passenger Transport Strategy. This along with Transport Focus and NHT data have provided the critical inputs in designing the delivery mechanisms within the Bus Service Improvement Plan

5.1.3 Transport Focus Bus Passenger Survey

The Transport Focus Bus Passenger Survey measures passengers' satisfaction with their local bus service. Passengers rate their satisfaction on different aspects of the journey including bus stops, facilities and waiting times. Passengers are also asked to provide an overall satisfaction rating for their bus journey and value for money.

The Transport Focus Bus Passenger Survey will be more pertinent going forwards based on the backdrop of the Pandemic; as COVID-19 saw a significant drop in bus patronage. Transport Focus aims to speak to current and former passengers to get a picture of future travel plans and experiences on public transport.



The bus passenger survey for Worcestershire looks at passengers' journey experiences between the 8th September and 21st December 2019 with 516 responses received. The overall results are summarised in the figure below.

Bus Facilities

There has been an increase in passenger satisfaction in bus shelters from 2018 and 2019 (67%), as well as lighting (14%), route maps (9%) and fare information (6%). However, there was a decrease in passenger satisfaction with Timetables from 56% in 2018 to 49% in 2019, and a reduction in seating down to 44% from 52 % in 2018.

Waiting time and Punctuality

For waiting time, there was an increase in satisfaction with waiting time and punctuality, up previously on 61% in 2018. In Worcestershire, 75% of passengers were 'very satisfied' (34%) and 'fairly satisfied' (41%). Similar trends were seen for Punctuality of bus; in 2018 60% of passengers were very and fairly satisfied which increased to 72% in 2019.

Ticket type and format:

Non-fare Journeys decreased by 53% in 2018 to 38% in 2019. Whereas, single/return tickets increased from 17% in 2018 to 26% in 2019. The most common way that tickets were bought was through payment (cash or contactless) on the bus (38%), followed by advance purchase from the driver (22%), then direct from the bus company on their app (18%).

Overall experience:

There was an increase in how many passengers were very and fairly satisfied. In 2017 the overall satisfaction levels of passengers was 78%, in 2018 it was 75% and then by 2019 it had increased to 86%. By age group the most satisfied passengers were age 60+ at 94% (most respondents were included in this group) and then passengers aged 35-59 (86%) followed by passengers with a disability (81%).

What could have been improved:

The areas of improvement outlined in the Transport Focus Bus Passenger Survey should be utilised by the County Council to improve bus experiences for passengers.

- 21% of respondents stated that frequency/routes should be improved.
- 19% of respondents stated that bus design comfort and condition should be improved.
- 18% of respondents stated that punctuality should be improved.
- 9% of respondents stated that fares and ticketing should be improved.
- 8% of respondents stated that routes should be improved.

Whilst not directly addressed with residents in the survey, we are addressing the congestion issues via our Congestion Pinchpoint Programme. This programme will influence the above improvements.

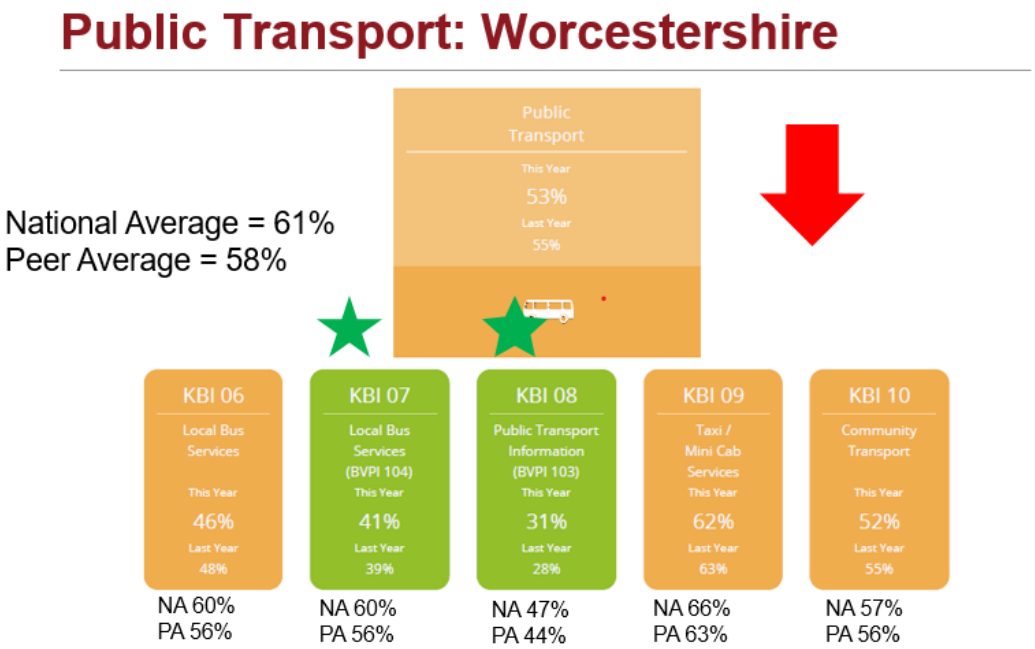
5.1.4 National Highways and Transport (NHT) Surveys

Worcestershire County Council is a member of the National Highways & Transport (NHT) Network that runs an annual survey by Ipsos Mori to measure and compare public satisfaction in order to identify and implement

improvements and share best practice.

PTBI07	Bus fares	47%	1%	50%	-3%	3	82
PTBI08	Quality and cleanliness of buses	56%	2%	63%	-7%	4	99
PTBI09	Helpfulness of drivers	62%	5%	68%	-6%	4	106
PTBI10	Personal safety on the bus	61%	1%	68%	-7%	4	101
PTBI11	Personal safety at bus stops	60%	0%	63%	-3%	4	85
PTBI12	Raised kerbs at bus stops	59%	0%	66%	-7%	4	107
PTBI13	The amount of information	49%	1%	56%	-7%	4	104
PTBI14	The clarity of information	52%	3%	58%	-6%	4	102
PTBI15	The accuracy of information	52%	3%	58%	-6%	4	106
PTBI16	Ease of finding the right information	48%	0%	55%	-7%	4	102
PTBI17	Information about accessible buses	47%	5%	53%	-6%	4	102
PTBI18	Info to help people plan journeys	51%	0%	59%	-8%	4	106
PTBI19	Reliability of electronic display info	50%	4%	52%	-2%	3	68

One of the opportunities of using NHT is to compare our performance against both national averages as well as peer authority averages which allows us to set improvement targets based on these figures.



NHT Public Transport Peer Average Comparison

National Highways and Transport Network (NHT) survey 2020

The NHT survey can help assess year on year trends and identify recommendations for improvements, whilst also adopting best practice from other authorities. In Worcestershire, the NHT survey was sent to 3,300 households and 933 members of the public responded (including online responses). The overall response rate in Worcestershire was 28.3% higher than the national average of 23.8%.

Public Transport

Number of Indicators Up or Down since last year

Type	Up 4%+	Up 0 to 3%	Down 0 to 3%	Down 4%+
Key Benchmark Indicator	0	3	1	1
Key Quality Indicator	0	2	0	0
Benchmark Indicator	5	18	3	0
Quality Indicator	0	0	1	0

Number of Indicators Above or Below Average

Type	4%+ Above	Up to 3% Above	Up to 3% Below	4%+ Below
Key Benchmark Indicator	0	0	1	4
Key Quality Indicator	0	0	0	2
Benchmark Indicator	0	3	6	17
Quality Indicator	0	0	0	1

Indicator Results

Ref	Indicator	Result	Trend	Average	Gap	Quartile	Rank
Key Benchmark Indicator							
KBI06	Local bus services (overall)	48%	2%	60%	-12%	4	107
KBI07	Local bus services (aspects)	36%	-5%	57%	-21%	4	109
KBI08	Public transport information	31%	0%	44%	-13%	4	104
KBI09	Taxi/mini cab services	61%	-1%	66%	-5%	4	100
KBI10	Community transport	55%	3%	58%	-3%	4	98
Key Quality Indicator							
KQI03	Responsive transport	50%	3%	55%	-5%	4	105
KQI05	Ppublic transport information (aspects)	50%	2%	56%	-6%	4	104
Benchmark Indicator							
PTBI01	Frequency of bus services	44%	-1%	60%	-16%	4	108
PTBI02	Number of bus stops	61%	-2%	70%	-9%	4	106
PTBI03	The state of bus stops	56%	0%	60%	-4%	4	88
PTBI04	Whether buses arrive on time	47%	1%	56%	-9%	4	104
PTBI05	How easy buses are to get on/off	66%	-1%	73%	-7%	4	109
PTBI06	The local bus service overall	48%	1%	61%	-13%	4	109

Table NHT Survey Results 2020 Worcestershire

The NHT found that in Worcestershire, only 48% of respondents were satisfied with Public Transport, significantly lower than the NHT average of 60%. This 12% gap between Worcestershire's average and the NHT average suggests that the Worcestershire County Council Bus Service Improvement Plan will be starting at a lower baseline than some authorities. Local bus service (aspects) is included in the 10 lowest scores for Worcestershire County Council with a 36% satisfaction level, and additionally satisfaction with public transport information scored even lower at 31% representing two of the lowest scoring indicators. Local bus Services (overall) and Local bus services (aspects) ranked 12 regionally.

Key descriptors used in the NHT; punctuality, frequency, information, and provision are significant areas of concern addressed throughout this document and will be used to monitor public perception of how the new Worcestershire Network is performing

2020 Authority Annual Report

Group Comparisons

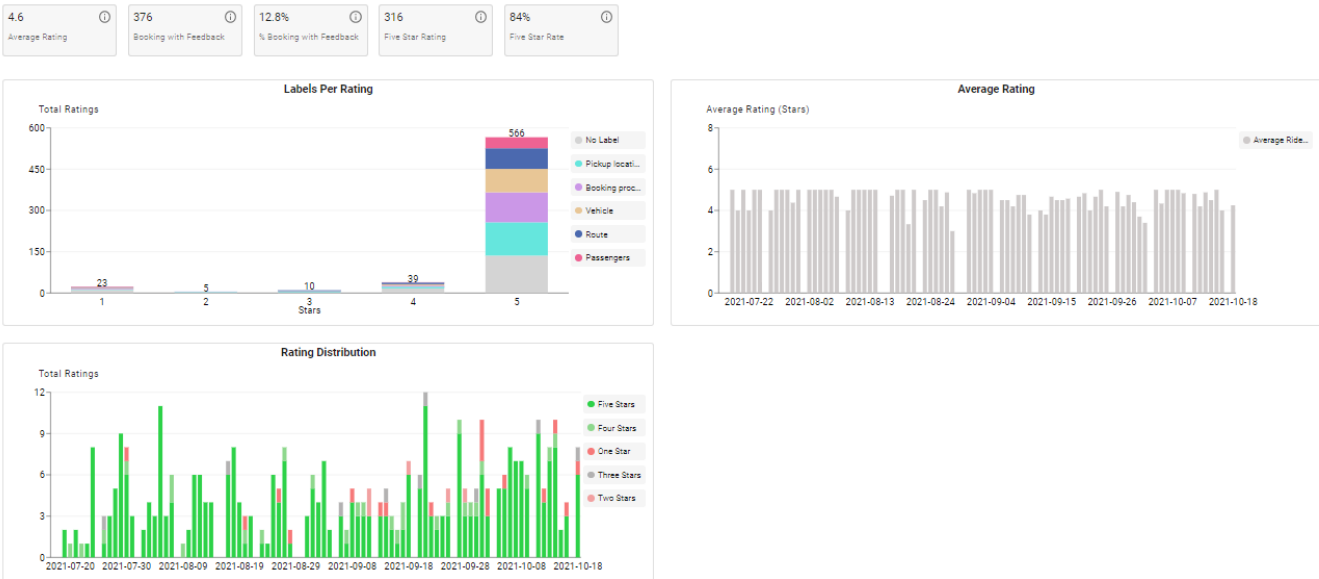
Group Name	Group Type	High	Average	Low	Worcestershire	Gap
KBI 06 - Local bus services (overall)						
West Midlands	Region	71	60	48	48	-12
County Council	Peer Group	69	57	47	48	-9
MHA +	Alliance	79	60	48	48	-12
WMHA	Alliance	71	61	48	48	-13
KBI 07 - Local bus services (aspects)						
West Midlands	Region	67	55	36	36	-19
County Council	Peer Group	71	54	36	36	-18
MHA +	Alliance	81	55	36	36	-19
WMHA	Alliance	67	55	36	36	-19
KBI 08 - Public transport information						
West Midlands	Region	55	42	28	31	-11
County Council	Peer Group	57	38	23	31	-7
MHA +	Alliance	73	42	24	31	-11
WMHA	Alliance	55	44	31	31	-13

Table NHT: Group comparison

5.2 Demand Responsive Transport (DRT) Feedback analysis

A new and innovative method of obtaining feedback is via the DRT app. This provides a real-time view of services and passengers can select a rating to describe their experience. The Worcestershire On Demand pilot continues to receive excellent feedback via the app and surveys.

Passengers have given a five star rating (maximum) with 'route' and 'booking procedures' being notable contributions to its success.



Graphs above shows a snapshot of Demand Responsive Transport Feedback

Feedback data will feed into our Bus Services Improvement Plan Passenger Charter

5.3 Comparison of Survey Results

In order to drive service improvement and improve public satisfaction with highways and transport, Worcestershire County Council has looked at mechanisms to compare the results from various surveys to understand trends and identify solutions.

Previously, we looked at the annual National Highways and Transport (NHT) survey in 2018 in conjunction with findings from the ViewPoint survey 2018 and the Bus Passenger Survey 2017. We found that there is consistency between the three different surveys identifying that punctuality and frequency of bus services in Worcestershire are the main cause of public dissatisfaction.

6. Worcestershire Bus Service Improvement Plan Barriers and Opportunities

We have carried out a high-level analysis of how current services meet or fail to meet the expectations that are set out within guidance and the National Strategy

We have also considered what post-Covid travel would look like in the various areas of the County and these are summarised below

6.1.1 Main Opportunities

These will include

- To explore opportunities for new priority bus lanes/bus gates in Worcestershire in conjunction with the Congestion Pinchpoint Programme. To undertake enforcement where required (subject to new legislation providing the appropriate powers). Continued roll out of traffic signal phasing priority.

- Increase patronage – to reverse the current trend and renew public confidence in public transport. Our target is to increase patronage by at least 25% pre-Pandemic levels

- To ensure public safety through installation of street lighting and in-shelter lighting – continue roll out of eco-shelter (where appropriate) e.g. solar power/wind turbine in rural locations. To ensure unity in terms of shelter design and branding. From a Highways Authority perspective, ensure safe routes to shelters and good maintenance of the infrastructure.

- To implement multi-operators smart ticketing across all operators and types of transport in Worcestershire facilitating service integration options. Continued roll out of contactless payment to ensure consistent countywide provision. Working with our partners, to review the fares' structure with the aim of reducing and simplifying fares, encouraging uptake and providing a consistent charging mechanism countywide

- To build on our existing infrastructure to ensure that passengers are provided with good, clear, timely travel information and, additionally, identifying key attractors, e.g. tourist attractions / heritage sites.

- Explore opportunities with District Councils surrounding parking in town/city centres in relation to bus use and identify opportunities to enhance CCTV surveillance

- Building on our customer feedback strategies e.g. Viewpoint and NHT surveys, we have established that both surveys are aligned. The next step is to conduct similar surveys at a local level, to provide a clearer picture of service users / destinations / times / information, etc, to inform service improvements.

- Build on the success of our Demand Responsive Transport (DRT). To review expansion opportunities countywide in rural areas and urban areas where appropriate. To expand into evening/weekend services. To ensure DRT is fully flexible to respond to residents' needs to access employment, education, health care, shopping and leisure facilities, and thus tackling isolation issues. DRT will integrate into the main arterial network, maximising travel opportunities

- Future growth areas – There is a large amount of growth planned for the County this would allow for more opportunities for provision of travel for key journey purposes.

- Worcestershire County Council has a Community Transport Consortium providing countywide cover with various travel options, e.g. community car/minibus. The Bus Service Improvement Plan will provide an

opportunity for expansion in rural areas and will build on the existing services. Community Transport provides a vital service to residents in remote areas, ensuring access to key services e.g. healthcare.

- Worcestershire County Council, in partnership with local stakeholders, has submitted its ZEBRA bid to support the ongoing decarbonisation of fleet and improving air quality. This runs in unison with our Bus Service Improvement Plan.

6.1.2 Main Barriers

Potential barriers might include:

- National decline in bus patronage for many years
- Service Provision: Low frequency service provision on some areas of the strategic network
- Spread of operation: Need for services on key routes to extend throughout the day and into the evenings
- Public perception: Surveys indicate Worcestershire County Council starting from a lower baseline position and is lower than average
- Affordability: Lack of competition in the marketplace impacting on fares structure. Fare paying passengers dissatisfied with fares and discrepancies between geographical areas/operators.
- Accessibility: service provision to key destinations, and populations within 500m of a two hourly bus route
- Punctuality / reliability: Impacted by congestion
- Congestion: Particularly in urban areas e.g. Worcester and Kidderminster resulting in increased cost of service provision or reduced frequencies
- Competition with other Modes
    - Car ownership – young drivers
    - Competitive parking charges
    - Rail services – opening of Parkway

6.1.3 Post-Covid

Potential barriers might include:

- Rural areas struggling with reduced bus services and changing mobility patterns
- To be successful, public support is essential in terms of increased patronage
- Bus adaptability: Patronage needs to return to pre-Covid levels to facilitate financial growth across the County, in addition to provision for socially necessary journeys

- Renewed confidence: Private car use dropped during Covid (home working) as well as bus patronage. To change this behaviour, we need to increase confidence in buses. Without that, private car ownership will continue to increase and there will be a resulting shift away from public transport modes.

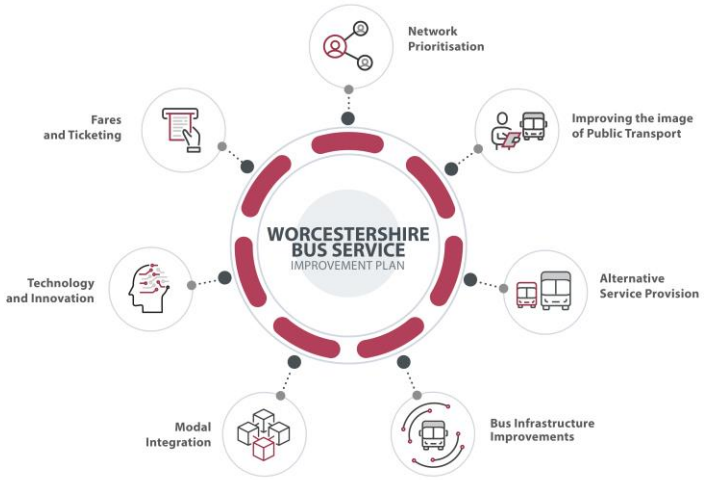
7. Headline Targets

7.1 Setting targets

Critical to Worcestershire's Bus Service Improvement Plan is the setting of ambitious targets, through the analysis of Worcestershire's current network. Ambitious targets are required to build the network back to pre-Covid levels (enhanced by 25%), recognising the recent steep decline in patronage and reduced funding. We will actively market and promote services to encourage passengers back to a more extensive and attractive network.

Worcestershire Bus Service Improvement Plan includes specific measures to improve frequency, service provision and priority measures but further feasibility studies will inform our objectives. The targets provided in this version of the Plan are indicative at this stage, however we are confident that they are realistic and will enable us to start the delivery phase if we receive confirmation of our successful application. Targets will be agreed with operators and will be reviewed at the outset of the Enhanced Partnership.

Worcestershire Bus Service Improvement Plan Core Principles



Worcestershire Bus Service Improvement Plan Principles

Worcestershire Bus Service Improvement Plan is based on seven core principles that we feel working in partnership will deliver both on national objectives as well as complement the recently published Worcester Passenger Transport Strategy.

We are confident that these core principles of Worcestershire County Council's plans form solid foundations on which to improve and transform bus services within the County.

Network Prioritisation: Intensive services and investment on key strategic corridors, with routes that are more frequent, operate longer and are easier to understand. This will be supported by increase in bus priority.

Improving the image of Public Transport: Local bus network presented as a safe and secure single system, with clear passenger information and branding. Provide excellent customer service and delivery of a passenger charter.

Alternative Service Provision: Support strategic corridors through demand-responsive and community transport with integrated service patterns with other modes

Bus Infrastructure improvements: Progress to a consistent, uniform and quality provision of infrastructure that is safe and secure and facilitates passenger transport use both on and off bus

Modal Integration: Focus on providing an integrated Passenger Transport network.

Technology and Innovation: Recognise the importance that Technology and Systems play in the delivery of a sustainable and integrated Passenger Transport Network.

Fares and Ticketing; Deliver lower and simpler fares with integrated ticketing between operator and modes

7.2 Headline Targets

Should we be successful in this application, we will provide a public transport network that will deliver reliable, frequent bus services, with clearly defined branding and passenger information maximising bus priority measures where appropriate. This will reduce journey times for passengers and operating costs for our transport providers.

Through improvement of our network service provision, we will actively promote bus usage targeting people who would not normally choose to use public transport. The fundamental principle of our Bus Service Improvement Plan is to improve the services countywide. Our Bus Service Improvement Plan objectives will focus on our core targets: Journey Time, Reliability, Passenger Growth and Customer Satisfaction. These Targets will then be supported by several deliverables based on the Core Principles of the Bus Service Improvement Plan.

Headline Targets

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	BSIP Target Description
Headline Targets	HT	Journey Time	JT	JT1	Improve journey times on Strategic, Subsidiary and DRT services.
				JT2	Improve journey times when compared to Car Travel.
				JT3	Introduce a live "barometer" of Journey times to monitor network performance.
				JT4	Monitor public perception of Local Bus provision when compared to current methods of travel
		Reliability	RT	RT1	% of services on time on Strategic Corridors Timing Points
				RT2	% of services on time on Strategic Corridors Timing Points
				RT3	DRT – consider which measures we could use.
				RT4	Monitor public perception of reliability of services
		Passenger Growth	PG	PG1	Build patronage levels to pre-covid levels by the end of 2022-23
				PG2	Increase patronage by 10% on 2018-19 baseline figures by 2023-2024
				PG3	Increase patronage by 25% on 2018-19 baseline figures by 2030
		Customer Satisfaction	CS	CS1	Overall customer satisfaction levels to be above the average of all authorities by 2023-2024
				CS2	Live monitoring of satisfaction across all strategic services by 2022-2023
				CS3	Creation of a passenger charter by the end of 2022

Headline Targets

Journey Time (JT)

We will monitor journey time performance of our new network, including the strategic network, less frequent feeder or subsidiary services and Demand Responsive Transport. This exercise will be undertaken six monthly and reports produced.

We will also compare bus and car journey times to identify significant disparages which will enable us to consider new network prioritisation measures. Our ambitious target will ensure that bus travel is at least comparable with car travel, or better.

We will operate a "barometer" of journey times that will enable us to react immediately to disruption on the public highway and to notify our passengers immediately. In addition, we will be adopting this practice much wider to ensure that all residents/motorists are provided with information to inform their onward journey.

Key journey time Targets of Bus Service Improvement Plan

- **JT1 - Improve journey times on Strategic, Subsidiary and DRT services.**
- **JT2 - Improve journey times when compared to Car Travel.**
- **JT3 - Introduce a live "barometer" of Journey times to monitor network performance.**

- **JT4- Monitor public perception of Local Bus provision when compared to current methods of travel**

Reliability (RT)

Targets for reliability will be based on real time information data that we can already capture and compares live data with the scheduled service.

The new public transport network will require Worcestershire County Council and transport operators to work collaboratively.

We will look at new and innovative methods of measuring reliability for DRT services

Key Reliability Targets of Bus Service Improvement Plan

- **RT1 - % of services on time on Strategic Corridors Timing Points**
- **RT2 - % of services on time on Subsidiary Route Timing Points**
- **RT3 - DRT – consider which measures we could use.**
- **RT 4 - Monitor public perception of reliability of services**

Passenger Growth (PG)

While it is too early to fully understand the changes in travel behaviour caused by the Covid Pandemic, measures need to be taken now within the County to improve the network and attractiveness of Passenger Transport Services.

We will use the pre-Pandemic 2018-19 as the baseline for patronage. Our initial target is to build patronage to pre-Covid levels by the end of 2022-23 to maintain and enhance the Worcestershire Strategic Network. By delivering a more reliable service with enhanced frequencies and County coverage, supported by improved infrastructure and marketing/publicity, this is achievable.

Our target is then to improve patronage by 10% on the 2018-19 baseline by the end of the initial three-year funding window (2023-2024). By 2030 with a more commercially viable and enhanced network, our target is 25% increase in patronage (compared to the 2018-19 baseline).

Key Passenger Growth Targets of Bus Service Improvement Plan

- **PG1 - Build patronage levels to pre-covid levels by the end of 2022-23**
- **PG2 - Increase patronage by 10% on 2018-19 baseline figures by 2023-2024**
- **PG3 - Increase patronage by 25% on 2018-19 baseline figures by 2030**

Customer Satisfaction (CS)

A fundamental part of our Bus Service Improvement Plan is to improve and monitor customer satisfaction. The data provided in the Transport Focus and NHT surveys evidence that Worcestershire does not score so highly as other Authorities; this Plan will enable us to address that issue and focus on customer service improvement.

We will continue to look at opportunities to explore different ways to collect customer service feedback and monitor customer satisfaction and will apply a target (2022-2023) for Local Bus.

We are aware of our baseline position with customer satisfaction and improving this will be one of our key objectives for the period up to 2023-2024.

Our new Passenger Charter, implemented in 2022-23, will detail the criteria outlining what our passengers can expect and how they can present their feedback.

Key Customer Satisfaction Targets of Bus Service Improvement Plan

- **CS1 - Overall customer satisfaction levels to be above the average of all authorities by 2023-2024**
- **CS2 - Live monitoring of satisfaction across all strategic services by 2022-2023**
- **CS3 - Creation of a passenger charter by the end of 2022**

8. Delivery

8.1 Deliverable Objectives

Our objectives for delivery are outlined below. These are developed in combination with the aims and objectives of the National Bus Strategy and our Worcestershire Passenger Transport Strategy.

Worcestershire Bus Service Improvement Plan Core Principles	Deliverables
Network Prioritisation – Levelling up	a) Increase frequency of services on the Worcestershire strategic network. (NPF) b) Increase service level patterns to meet the needs of residents (NPS) c) Bus Priority - Address operator congestion and pinch points that are impacting services (NBC) d) Bus Priority - Accelerate the delivery of measures in Worcestershire (NPD) e) Bus Priority - Introduction of additional bus clearways and look to make these enforceable (NPE) f) Bus Priority – Mitigate the impact of Roadworks (NPR) g) Consider Education and Social Care Provision as part of the Worcestershire core network offer (NPN)
Improving the image of bus travel (TI)	a) To develop a clearly defined and understood "brand" for the Worcestershire passenger transport network, used consistently across the network (TIB) b) Continue to enhance the way Information is provided on Worcestershire's digital estate (TID) c) Ensure that information on the Worcestershire Transport network is accessible for all users (TIS) d) Develop a Passenger Charter allowing users and non-users to engage with the Local Authority including how Information will be presented and accessed (TIP) e) Co-ordinate and limit to a minimum the number of timetable changes for passenger bus services; (TIC) f) Provide a safe and secure environment to travel (TIE)
Alterative Service Provision (AP)	a) Provide alternative forms of transport where normal modes are not cost effective (APA) b) Improve integration of alternative Service provision into the Worcestershire Network (API)
Bus Infrastructure (BI)	a) Progress to a consistent, uniform, accessible and quality provision of infrastructure that facilitates passenger transport use both on and off bus (BIC) b) Deliver next generation mobility hubs to integrate Alterative Service provision and Active Travel with Local Bus Services (BIM) c) Consider income generation opportunities (ring-fenced back to Local Bus Network) (BIL)
Modal Integration (MI)	a) Focus on providing an integrated Passenger Transport network (MIT)

	b) Build on previous experiences and branding opportunities to promote Modal Integration (MIC)
Technology and Innovation (TE)	a) Expand Worcestershire Real Time Information System (TER) b) Consider Net Zero objectives when considering infrastructure (TEZ) c) Deliver Ultra-Low and Zero Emission Buses within the County (ZEB) d) Deliver next generation accessible information on and off-bus (TEA) e) Improve and develop mechanisms for improving data that can be presented in relation to the network (TED)
Fares and Ticketing (FT)	a) Review current Worcestershire Fare structures and consider simpler and lower fare structures (FTF). b) Review current multi-operator tickets and evaluate smart and Innovative ticketing products to meet evolving passenger requirements (FTM). c) Develop mechanisms for capping using tap on/ tap off technologies (FTO) d) Review current school ticketing offers (FTV)

Table Showing Summary of Worcestershire Bus Service Improvement Plan Objectives

Appendix F shows the links between Worcestershire Bus Service Improvement Plan Principles, Bus Service Improvement Plan Priorities and Worcestershire Passenger Transport Strategy

9. Network Prioritisation – Levelling Up

This forms a critical part of Worcestershire's adopted Passenger Transport Strategy and this forms a core element of Worcestershire's Bus Service Improvement Plan. We will continue to support the commercial market. Where some transport needs cannot be met by the commercial market, the Council must consider whether it should intervene, by offering organisational, operational or financial support for any additional service provision. Worcestershire County Council will assess its priorities, in the context of funding made available as sustainability of services our critical to the success of any future network

When considering for funding of routes, priority will be given to areas with higher population density. Where commercial services do not exist, priorities will be considered as follows:

- Urban connections – provide a service for people living in urban area over 15,000 to access that urban centre

- Inter-urban connection - provide a connection between urban areas of over 15,000 population where there is a travel to work demand. Where train services exist along those corridors, consideration will be given to linking to the nearest rail station rather than supporting the whole route, should the frequency and timings on the rail network suffice.

- Provide a service to areas of medium population density (around 7,000 – 15,000), e.g., Bewdley, Catshill, Pershore, to the nearest town or suitable alternative.

For areas of lower urban density, e.g., Upton-upon-Severn and Tenbury Wells, we will work with Town and Parish Councils, local interest groups and operators in each area to define the most appropriate local solution.

A core strategic network is required within Worcestershire to connect the main urban and inter-urban areas and to ensure this is fit for purpose must be supported by measures to improve the punctuality and reliability of vehicles.

Associated survey analysis

- 21% of respondents stated that frequency/routes should be improved (Transport Focus)

- Approximately 75% of non-public transport users from the Worcestershire Passenger Transport Survey stated they would use public transport if frequency were to be improved

- There is currently a 44% satisfaction rate (NHT) for frequency of bus routes, and this is declining with a 16% gap on the average

- 18% of respondents stated that punctuality should be improved (Transport focus)

The delivery objectives for Network Prioritisation in this iteration of the Bus Service Improvement Plan and subject to funding are;

- ***Increase frequency of services on Worcestershire Strategic network. (NPF)***
- ***Increase service level patterns to meet the needs of residents (NPS)***
- ***Bus Priority - Address operator congestion and pinch points that are impacting services (NBC)***
- ***Bus Priority - Accelerate the delivery of Measures in Worcestershire (NPD)***
- ***Bus Priority - Introduction of additional bus clearways and look to make these enforceable (NPE)***
- ***Bus Priority – Mitigate the impact of Roadworks (NPR)***
- ***Consider Education and Social Care Provision as part of the Worcestershire core network offer (NPN)***

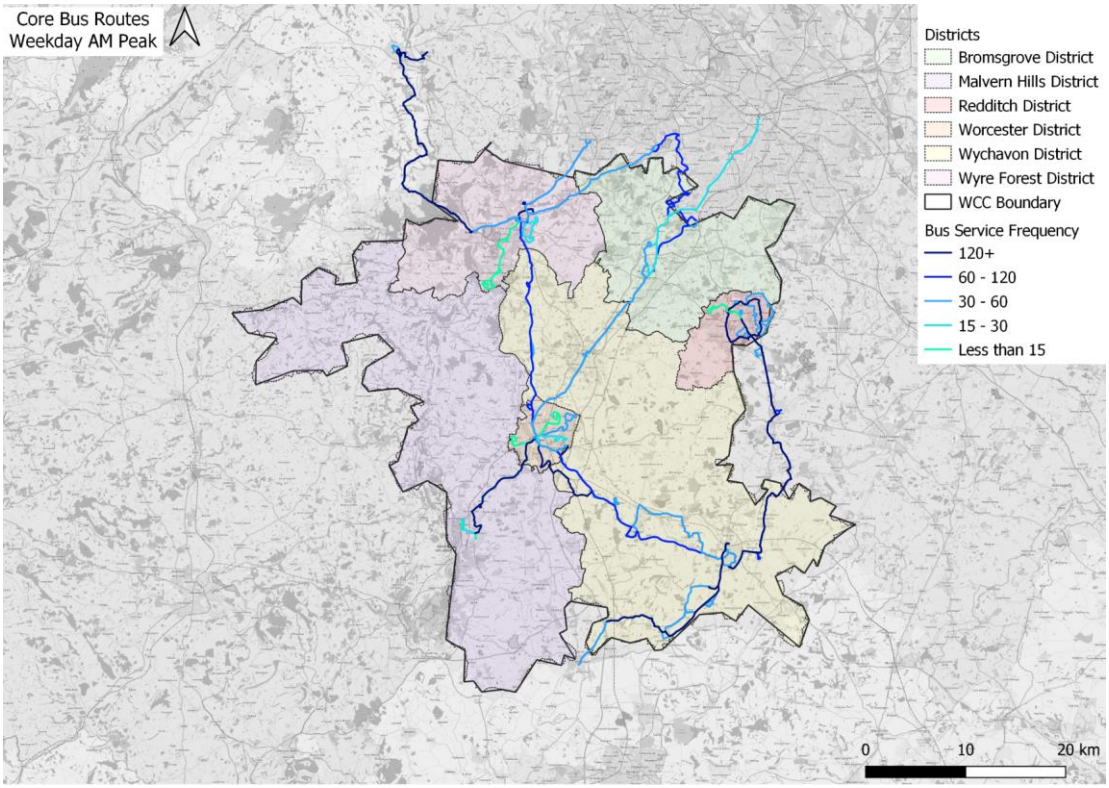
9.1 Summary of Network Prioritisation – Levelling up Bus Service Improvement Plan Targets

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	BSIP Target Description
Network Prioritisation	NP	Increase frequency of services on Worcestershire Strategic network	NPF	NPS1	Increase frequency on Worcestershire Strategic Network corridors
				NPS2	Increase miles of Commercially run services
				PG	Increase patronage on Worcestershire network
				CS	Improve customer perception/ satisfaction in Worcestershire Core Network
		Increase service level patterns to meet the needs of residents	NPS	NPS1	Improve access to bus services
				NPS2	Increase Worcestershire network mileage.
				PG	Increase patronage on Worcestershire network
				CS	Improve customer perception/ satisfaction in Worcestershire Core Network
		Bus Priority - Address operator congestion and pinch points that are impacting services	NPC	NPC1	Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of BSIP
				NPC2	Resolve issues in identified operator congestion spots
				JT	Improve journey time on impacted routes
				RT	Improve reliability of services on impacted routes
				CS	Improve public perception of congestion
		Bus Priority - Accelerate the delivery of Measures in Worcestershire	NPD	NPC1	Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of BSIP
				NPC2	Increase number of bus priority measures in operation (Physical/ Virtual)
				NPD1	Reduction in TSP requests at Junctions
				JT	Improve journey time on impacted routes
				RT	Improve reliability of services on impacted routes
				CS	Improve public perception of congestion
		Bus Priority - Introduction of additional bus clearways and look to make these enforceable	NPE	NPC1	Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of BSIP
				NPC2	Increase number of bus priority measures in operation (Physical/ Virtual)
				JT	Improve journey time on impacted routes
				RT	Improve reliability of services on impacted routes
				CS	Improve public perception of congestion
		Bus Priority – Mitigate the impact of Roadworks	NPR	NPC1	Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of BSIP
				NPR1	Improve number of planned roadworks notified to bus operators (%)
				NPR2	Improve number of emergency roadworks notified to bus operators (%)
				JT	Improvement in journey time on impacted route
				RT	Improvement in reliability of services on impacted routes
				CS	Improvement in public perception of roadworks
		Consider Education and Social Care Provision as part of the Worcestershire core network offer	NPN	NPN1	Increase the number of schools served by the Strategic Network
				NPN2	Increase in the number of school Trips on the Worcestershire Network
				NPN3	Increase in the number of socially necessary trips on the Worcestershire Network.
				PG	Increase patronage on Worcestershire Network (PG)

Table of Network Prioritisation – Levelling up Bus Service Improvement Plan Targets

9.2 Increase frequency of services on Worcestershire Strategic network (NPF)

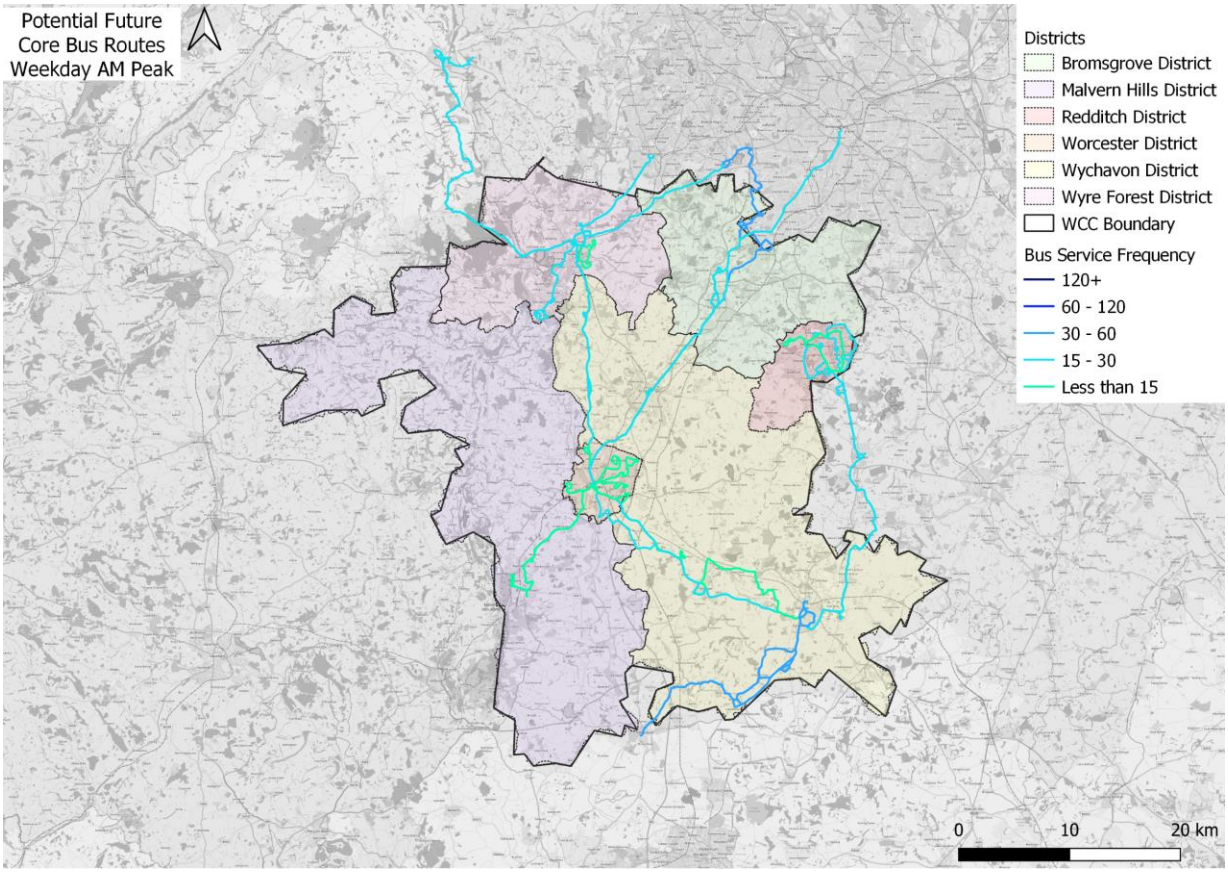
It is clear from the analysis provided and from feedback via surveys and consultation, Worcestershire's current transport network will benefit from significant investment, substantiated by comparison with neighbouring and peer authorities.



Map Showing Worcestershire Current Frequency Strategic Network

This investment is required to 'Level Up' the network to a basic standard with minimum levels of service being achieved across the County. This Bus Service Improvement Plan sets out deliverable objective to increase frequencies on all strategic corridors in line with National Bus Strategy requirements.

The focus will be on increasing the frequency of services with particular emphasis on urban and inter-urban routes. This, together with a broader route-by-route analysis, will reinvigorate services following the impact of the Covid-19 pandemic.



Map Showing Proposed Worcestershire Strategic Network Frequency

When thinking about the future image of the network we will improve and simplify the presentation of services with branding incorporated wherever feasible

National Bus Strategy Objectives met by this deliverable

Worcestershire Passenger Strategy Deliverables met

Bus Service Improvement Plan Targets

- NPS1 - Increase frequency on Worcestershire Strategic Network corridors
- NPS2 – Increase miles of Commercially run services
- Increase patronage on Worcestershire network (PG)
- Improve customer perception/ satisfaction in Worcestershire Core Network (CS)

9.3 Increase service level patterns to meet the needs of residents (NPS)

Critical to supporting the over-arching network is the need to introduce service level patterns where there is no current transport provision. Additionally, the appetite for evening and weekend services will be determined; there are known areas where this deficit is recognised. To ensure the network is accessible, consideration will be given to alternative service provision such as Demand Responsive Transport (DRT).

In areas where a priority of delivering high frequency services along a core strategic route has been identified, additional services will be required to support a fully integrated Worcestershire. Consideration will be given to the best mechanisms to increase service levels and may include alternate service provision. Integration of services with other modes of transport including Rail and Cycling will ensure a simple and joined up network

As Worcestershire's population continues to grow, we must ensure that the network serves new residential developments, commutes and trip attractors. This must be undertaken as early as possible to encourage sustainable trips with integration of modes being possible through the creation of innovative Mobility Hubs

National Bus Strategy Objectives met by this deliverable.

Worcestershire Passenger Strategy Deliverables met

Bus Service Improvement Plan Targets

- NPS1 Improve access to bus services
- NPS2 Increase Worcestershire network mileage.
- Increase patronage on Worcestershire network (PG)
- Improve customer perception/ satisfaction in Worcestershire Core Network (CS)

9.4 Bus Priority - Address operator congestion and pinch points that are impacting services (NBC)

Worcestershire County Council has a programme of schemes to improve areas of congestion within the County. Local Bus Operators have provided critical locations that impact the reliability and journey time of services.

Worcestershire's Bus Service Improvement Plan distinguishes the need to improve areas of congestion for all, along with the need to deliver a range of bus priority measures specifically for Local Bus Transport only.

Where measures to relieve congestions for all traffic do not resolve reliability for local bus, physical bus measures will be explored.

National Bus Strategy Objectives met by this deliverable.

Worcestershire Passenger Strategy Deliverables met

Bus Service Improvement Plan Targets

- NPC1 - Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of Bus Service Improvement Plan
- NPC2 – Resolve issues in identified operator congestion spots
- Improve journey time on impacted routes (JT)
- Improve reliability of services on impacted routes (RT)
- Improve public perception of congestion (CS)

9.5 Bus Priority - Accelerate the delivery of Measures in Worcestershire (NPD)

During the first phase of the Bus Service Improvement Plan we will introduce intelligent Traffic Signals Priority (TSP) to improve the reliability of Local Bus Services with the initial focus being on Strategic Corridors.

One of the key benefits of Worcestershire Real Time Information System (RTIS) is the ability to give buses 'intelligent' TSP at selected junctions. Traditionally physical bus lanes have been used, however, Worcestershire does not have large areas of road-space to accommodate bus lanes. The introduction of virtual traffic light priority in areas of the County will improve journey times on strategic routes and improve the overall reliability of services in the County.

The Worcestershire Real Time Information System will use central traffic signals priority to communicate directly with the Urban Traffic Control (UTC). This will request priority using Real Time Information Group standards. If a junction is not on UTC, priority can be given using an outstation transmission unit (OTU) for communications, without having to have full UTC control.

A reporting function will also be delivered to record the number of times TSP requests are made in terms of junctions and services for user-defined periods and allow for more detailed monitoring on the impact that TSP has on Journey time and reliability.

As well as delivering virtual bus priority during the first phase of our Bus Service Improvement Plan we will aim to carry out a feasibility study to understand where physical measures could be introduced.

Worcestershire is committed to improving bus priority but due to the levels of service that currently operate on its network the first element will be to significantly increase frequency and service levels which combined with improvements in infrastructure, improvements to fares and sustained and improved marketing we feel will deliver modal shift. The impact of modal shift maybe such that physical bus priority measures may not be required in all areas.

National Bus Strategy Objectives met by this deliverable.

Worcestershire Passenger Strategy Deliverables met

Bus Service Improvement Plan Targets

- NPC1 - Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of Bus Service Improvement Plan
- NPC2 - Increase number of bus priority measures in operation (Physical/ Virtual)
- NPD1 - Reduction in TSP requests at Junctions
- Improve journey time on impacted routes (JT)
- Improve reliability of services on impacted routes (RT)
- Improve public perception of congestion (CS)

9.6 Bus Priority - Introduction of additional bus clearways and look to make these enforceable (NPE)

Worcestershire has already delivered enforcement on one key pinch point due to operator issues and is committed to look at additional bus clearways focusing initially on the core strategic route network to enables journeys to be quicker and more reliable.

Parking enforcement of bus clearways is currently Automatic Number Plate Recognition (ANPR) enforceable and from December legislation will also allow for ANPR enforcement of several moving traffic regulations including yellow box junctions. Identification of locations will form part of the initial feasibility study

Any additional funding made from enforceable schemes should be ring-fenced to support the sustainability of Worcestershire's Passenger Transport network.

National Bus Strategy Objectives met by this deliverable.

Worcestershire Passenger Strategy Deliverables met

Bus Service Improvement Plan Targets

- NPC1 - Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of Bus Service Improvement Plan
- NPC2 - Increase number of bus priority measures in operation (Physical/ Virtual)
- Improve journey time on impacted routes (JT)
- Improve reliability of services on impacted routes (RT)
- Improve public perception of congestion (CS)

9.7 Bus Priority – Mitigate the impact of Roadworks (NPR)

We recognise the impact of roadworks on operators and passengers and need to ensure that there is more consistency in how information is provided to operators and to Local Bus Users. Planned roadworks are already published by the Local Authority.

As part of the Bus Service Improvement Plan, we will consider more innovative methods of delivering Roadwork information and for how route diversions could be delivered (including use of priority measures) to improve the impact of both planned and emergency roadworks.

We will improve passenger information related to roadworks and recognise the adverse impact that this can have on travellers.

National Bus Service Objectives met by this deliverable.

Worcestershire Passenger Strategy Deliverables met

Bus Service Improvement Plan Targets

- NPC1 - Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of Bus Service Improvement Plan
- NPR1 – Improve number of planned roadworks notified to bus operators (%)
- NPR2 – Improve number of emergency roadworks notified to bus operators (%)
- Improvement in journey time on impacted route (JT)
- Improvement in reliability of services on impacted routes (RT)
- Improvement in public perception of roadworks (CS)

9.8 Consider Education and Social Care Provision as part of the Worcestershire core network offer (NPN)

Worcestershire County Council is committed to the provision of a comprehensive school transport network catering for both pupils entitled to free home-to-school transport under the Education Act, and for the convenience of other pupils on a fare-paying basis, subject to current legislation.

The Council also provides transport arrangements for children and adults in relation to its Social Care responsibilities.

When securing subsidised passenger transport services, the County Council will seek, wherever appropriate, to integrate these with school transport and social care transport services and vice versa. In the interests of integration, the option of a multi operator concessionary ticket will be implemented.

We will continue to deliver Independent Travel Training as a mechanism to provide accessibility to the network

As outlined in LTP4, the County Council is supporting health and wellbeing, improving the environment and supporting economic growth. Worcestershire County Council has a statutory obligation to consider the needs of elderly and disabled people. Therefore, priority will be given to the elderly, disabled, or isolated in order to meet their transport needs. The County Council will also prioritise the needs of those without access to a car or living in areas of higher deprivation.

The Bus Service Improvement Plan will enable us to fund routes based on pre-agreed priorities. When considering funding of routes, priority will be given to areas with higher population density. Where commercial services do not exist, priorities will be considered as follows:

- Urban connections – provide a service for people living in urban area (population over 15,000) to access that urban centre
- Inter-urban connection - provide a connection between urban areas of over 15,000 population where there is a travel to work demand. Where train services exist along those corridors, consideration will be given to linking to the nearest rail station rather than supporting the whole route, subject to suitable frequency/timings
- Provide a service to areas of medium population density (around 7,000 – 15,000), e.g. Bewdley, Catshill to the nearest town or suitable alternative.

For areas of lower urban density, e.g. Upton-upon-Severn and Tenbury Wells, we will work with Town and Parish Councils, local interest groups and operators in each area to define the most appropriate local solution.

National Bus Service Objectives met by this deliverable.

Worcestershire Passenger Strategy Deliverables met

Bus Service Improvement Plan Targets

- NPN1 – Increase the number of schools served by the Strategic Network
- NPN2 – Increase in the number of school Trips on the Worcestershire Network
- NPN3 – Increase in the number of socially necessary trips on the Worcestershire Network.
- Increase patronage on Worcestershire Network (PG)

10. Improving the image of bus travel in Worcestershire (TI)

Our Worcestershire Passenger Transport Strategy supports the objective in the Bus Service Improvement Plan, which ensures information about services is readily available and easily understood. Critically existing and new passengers need to understand what services they can use and, essentially, how to access them.

We have an information dissemination policy to share information efficiently and effectively, ensuring accessibility for all users. This includes Real Time Information, printed and digital material, bus stop information, audio announcements, websites, access through phone apps and future developments.

Survey results indicate that information sharing needs to be improved.

Associated survey analysis

- 90% of respondents stated that passenger transport publicity should be improved (Passenger Transport Survey 2019)
- 50% of respondents were happy with public transport information (aspects) (NHT Survey 2020)
- 40% of non-bus users would be encourages to use services if better information was provided (Passenger Transport Survey 2019)
- When considering what makes a Satisfactory journey 6% stated that Bus Stop Safety and Information was a priority (Transport Focus 2019)

The delivery objectives for improving the image of bus travel in this iteration of the Bus Service Improvement Plan and subject to funding are outlined below and explained in detail in the following paragraphs

- **To develop a clearly defined, consistent and understood "brand" for Worcestershire's transport network (TIB)**
- **Continue to enhance the way Information is provided on Worcestershire's digital estate (TID)**
- **Ensure that information on the Worcestershire's transport network is accessible for all users (TIS)**
- **Develop a Passenger Charter allowing users and non-users to engage with the Authority including how Information will be presented and accessed (TIP)**
- **Co-ordinate and limit the number of timetable changes for passenger bus services; (TIC)**
- **Provide a safe and secure environment to travel (TIE)**

10.1 Summary of Improving the image of bus travel in Worcestershire Bus Service Improvement Plan Targets

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	BSIP Target Description
Improving the image of bus travel in Worcestershire	TIB	To develop a clearly defined and understood "brand" for the Worcestershire passenger transport	TIB	TIB1	Creation of Worcestershire Network Brand
				TIB2	Increase number of locations Worcestershire Brand Appears
				TIB2	Ensure branded publicity is accurate and is up to date
				PG	Increase patronage due to marketing activities
				CS	Improve public perception of Worcestershire Brand/ Network
		Continue to enhance the way Information is provided on Worcestershire's digital estate	TID	TID1	Develop information content and management across platforms
				TID2	Increase number of 10" interactive screens on corridors
				TID3	Increase number of Information Points in the County
				CS	Improvement in public perception of Infrastructure and information
		Ensure that information on the Worcestershire	TIS	TIS1	Ensure travel Information that is SCULPT compliant (%)
				PG	Increase patronage due to marketing activities
				CS	Improve public perception of Worcestershire Brand/ Network
		Develop a passenger charter allowing users and non-users to engage with the	TIP	TIP1	Creation of Worcestershire Bus Passenger Charter
				TIP2	Improve number of positive responses compared to Complaints (%s)
				CS	Improve public perception of Worcestershire Brand/ Network
		Co-ordinate and limit to a minimum the number of	TIC	TIC1	Creation of Worcestershire Bus Passenger Charter
				TIC2	Number of Timetable change dates per year
				CS	Improvement in public perception of Worcestershire Brand/ Network
		Provide a safe and secure environment to Travel	TIE	TIE1	Increase the number of Worcestershire Shelters with lighting
				TIE2	Increase the number of Worcestershire shelters with CCTV
				CS	Improve public perception of safe and secure environment for using public transport
				PG	Increase patronage on services

Table to identify key principles to improve the image of bus travel in Worcestershire

10.2 To develop a clearly defined and understood "brand" for the Worcestershire passenger transport network, used consistently across the network (TIB)

A Worcestershire Network brand will be one of the main objectives for the first year of Worcestershire's Bus Service Improvement Plan.

In building the brand, we will ensure that there is a consistent approach across the network and will focus on several activities:

- Creation of routes that are easier to understand including common numbering and themes
- Consistent and good publicity
- Re-branding of routes to accommodate trip attractors or tourist destinations (See below - salt road bus)
- Build on Worcestershire On-Demand Brand for DRT services
- Refresh Branding

Worcestershire will develop its branding to ensure a more integrated approach to how sustainable transport could be promoted and marketed within the County. This is explored more in the Modal Integration (MI) section.

"Along the Salt Road" – 144 Re-Branding

We want to encourage more local branding while ensuring the network is easy to understand. One prime example in Worcestershire is First Bus rebranding of the 144. A new name for the route was chosen for the links to the salt trade in Droitwich. Salt was a valuable resource in Roman times and the Romans came to Droitwich specifically for this.

Salt Road Branding on 144 Service

As well as re-branding the route, buses were given a facelift, including maquette fabric seating, USB charging points fitted to seats and WIFI provision. Worcestershire County Council will deliver more localised branding while also ensuring the over-arching design of the network is still consistent. Where buses have been branded, Worcestershire County Council will ensure that they remain on the services they have been procured for.

Roadway Arts – Choose How You Move Redditch

As part of our former Choose How You Move Redditch, Project Teams worked with the Redditch Roadway Arts Project. The aim of the project was to use art to reduce the fear of crime, reduce vandalism and encourage pride in local areas around Redditch. Local communities were involved in the design of each piece of artwork for the project.

As part of the roadway arts movement, Choose How You Move teams redesigned the panels for a number of bus shelters to help enhance the local area. As part of this Bus Service Improvement Plan, we will work with communities to expand into other areas.

Photograph of Redditch Roadway Shelter

National Bus Strategy Objectives met by this deliverable.

- Intensive services and investment on key corridors, with routes that are easier to understand
- The local bus network is presented as a single system that works together, with clear passenger information

Worcestershire Passenger Strategy Deliverables met

- Attractiveness and affordability
- Quality of service
- Publicity of information

Bus Service Improvement Plan Targets

- TIB1 – Creation of Worcestershire Network Brand
- TIB 2 Increase number of locations Worcestershire Brand Appears
- TIB2 – Ensure branded publicity is accurate and is up to date
- Increase patronage due to marketing activities (PG)
- Improve public perception of Worcestershire Brand/ Network (CS)

10.3 Continue to enhance the way Information is provided on Worcestershire's digital estate (TID)

Worcestershire County Council has delivered significant progress in the rollout of the real time information estate infrastructure, making best use of a modest budget. The use of TFT real time information displays throughout the County, have, for many years, promoted County Council services and activities alongside vital transport information.

Throughout the Coronavirus pandemic, displays have been utilised to promote key social distancing messages and messages of thanks to the NHS and other key workers. This platform will continue to promote messages that encourage passengers to use public transport.

Worcestershire County Council will expand the roll out of our 10 inch interactive displays. The small, iPad size rugged devices have enabled the authority to complete many functions from a small, relatively low-cost device.

The displays have been pivotal in obtaining feedback from customers and enable the authority to provide surveys targeted directly at persons who use public transport. They are also utilised to promote information on carbon-zero alternative transport options, such as walking routes and cycle options.

10.3.1 Worcestershire Information Points

The introduction of a next generation information points in Worcester City, led to the swift development of software which enabled the display to become multi-use providing an innovative platform that provides traditional travel information and a variety of tourist information useful to the user.

Photographs of Worcestershire information Points

The main "attract" screen provides an overview menu detailing services on offer from the Unit.

Images of "Attract Screen" images at Information Points

10.3.2 Information Point Transport Section

Worcestershire County Council's focus is on providing accurate information using innovative methods. This focus continues in our Bus Service Improvement Plan and links with other inventive and advanced digital solutions.

The user can display Bus Information by selecting the **Transport** icon on the Information Point.

The user will see bus stops in the vicinity and selecting these will bring up real time and scheduled information for that stop.

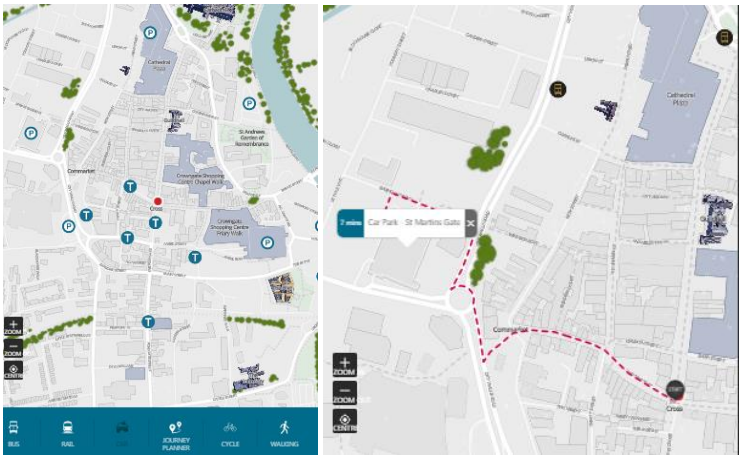
The Route Ladder for the bus can also be seen by selecting the Information Icon which we are keen to replicate in in-shelter displays.

Examples Screens within the Bus Area of Transport Section

The **Rail** icon acts in a similar way to that of the Bus icon. Selecting the station provides a list of live and scheduled services and selecting the Information icon gives a route ladder of the journey.

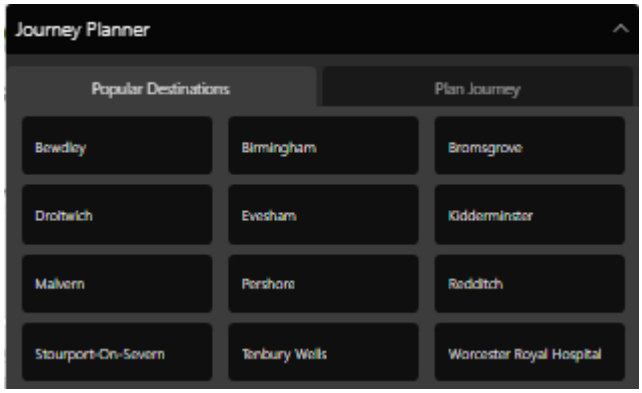
Example screens within the Rail Section

Selecting the **Car** icon shows Car Parks and Taxi ranks within the city area and provides directions.



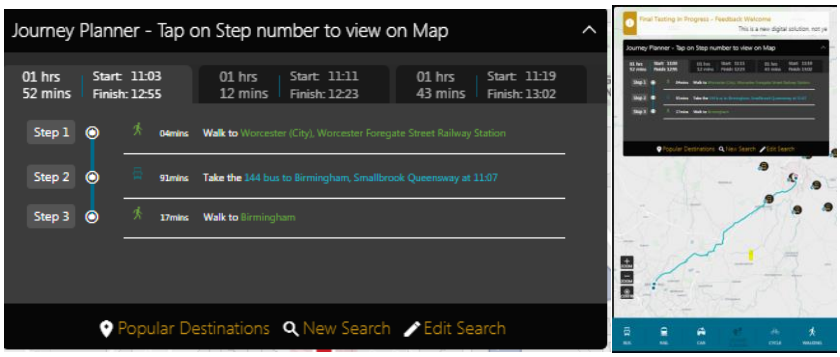
Example screens within the Car Section

Selecting the **Journey Planner** icon provides the user with intelligent journey planning that is integrated into the interactive mapping. This platform will be expanded to enhance the destination capabilities to include more local destinations as well as key tourist locations.



Current Journey Plan options

Selecting one the popular destination options displays travel options to take the user to the location.

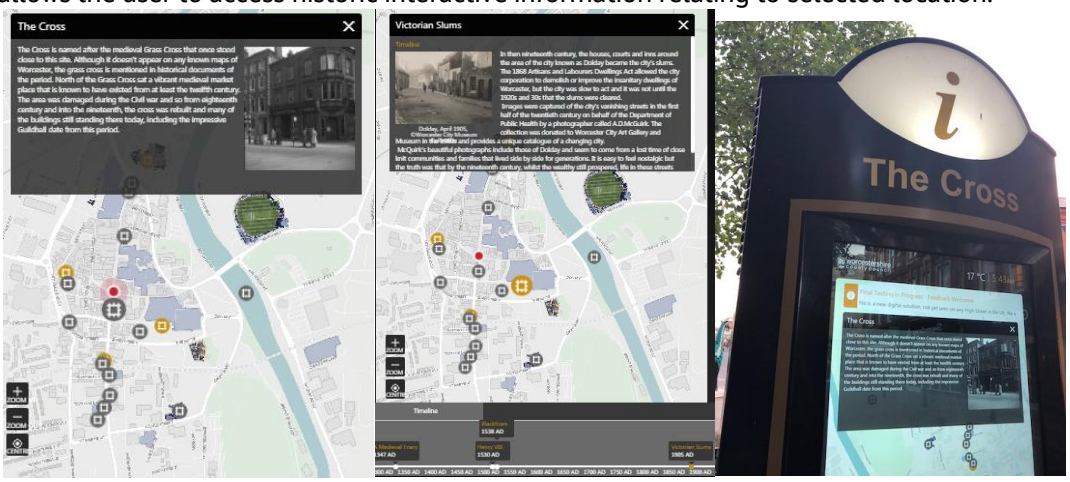


Example Journey planner screens

Worcestershire County Council will continue to improve the overall functionality of software at information points and integrate Demand Responsive Transport, cycling and walking routes and other appropriate elements into the Travel Section. Information Points will also provide linkages to tourist information.

10.3.3 Information Point Heritage Information

Selecting the **Heritage** icon displays information about key sites within Worcester City. Selecting the **Gold** icon allows the user to access historic interactive information relating to selected location.



Examples of Heritage information being shown

As part of the Bus Service Improvement Plan Worcestershire County Council will integrate similar services into other Digital Estate Assets including in-shelter and on-board vehicle displays.

National Bus Strategy Objectives met by this deliverable.

- Intensive services and investment on key corridors, with routes that are easier to understand
- The local bus network is presented as single system that works together, with clear passenger information

Worcestershire Passenger Strategy Deliverables met

- Quality of service
- Publicity and information
- Attractiveness and affordability
- Access to services

Bus Service Improvement Plan Targets

- TID1 - Develop information content and management across platforms
- TID2 - Increase number of 10" interactive screens on corridors (***Initial Target of 15 per year***)
- TID3 – Increase number of Information Points in the County ***(Initial Target of 10 per year)***
- Improvement in public perception of Infrastructure and information (CS)

10.4 Ensure that information on the Worcestershire Transport network is accessible for all users (TIS)

Worcestershire County Council has a statutory obligation to ensure the needs of elderly and disabled people are considered when determining suitable options for the provision of passenger information. The Bus Service

Improvement Plan will ensure passenger transport information meets recognised best practice guidelines in terms of design, content and distribution.

The SCULPT initiative has been developed through research and workshops across a range of teams to guarantee accessibility for all digital information. This initiative is embedded in Worcestershire County Council's ethos to ensure Worcestershire County Council is digitally inclusive.

It provides a uniform methodology that lays the foundations of digital accessibility and awareness and delivers the basic skills needed to produce accessible content.

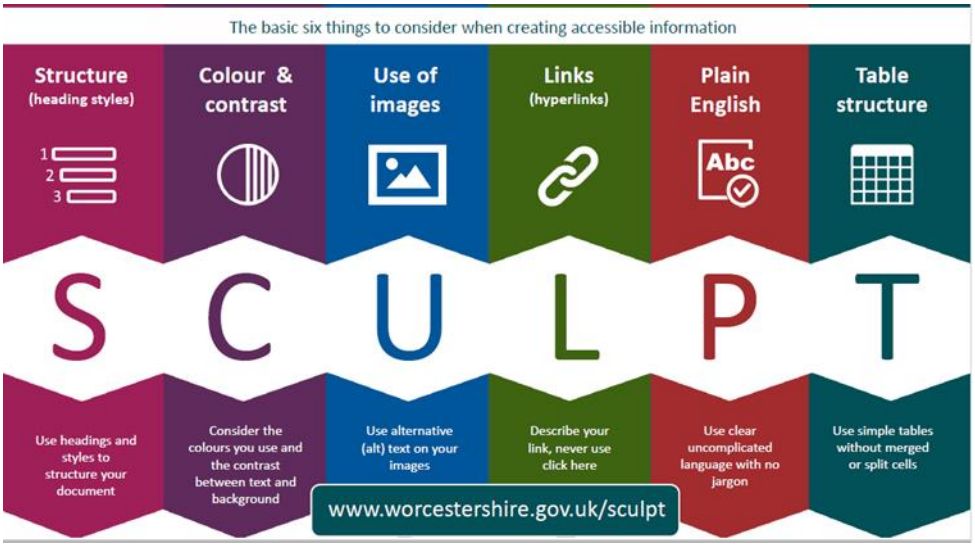


Image of the SCULPT Initiative

SCULPT guidelines will be followed when considering how accessible Travel Information is provided

National Bus Strategy Objectives met by this deliverable.

- Intensive services and investment on key corridors, with routes that are easier to understand
- The local bus network as single system that works together, with clear passenger information

Worcestershire Passenger Strategy Deliverables met

- Attractiveness and affordability
- Quality of service
- Publicity and information

Bus Service Improvement Plan Targets

- TIS1 Ensure travel Information that is SCULPT compliant (%)
- Increase patronage due to marketing activities (PG)
- Improve public perception of Worcestershire Brand/ Network (CS)

10.5 Develop a passenger charter allowing users and non-users to engage with the authority including how Information will be presented and accessed (TIP)

As outlined in the National Bus Strategy, Bus Service Improvement Plans are being designed to "drive improvements for passengers by committing to a Bus Passenger Charter (BPC) that sets out what passengers can expect from bus operators delivering local bus services across their area. "

Worcestershire County Council's Bus Service Improvement Plan will work in partnership with operators to create a concise and easy to understand Bus Passenger Charter that explains what passengers can expect from the Worcestershire transport network. It will include options for passengers to provide feedback and suggestions and a clear process to report issues. A Bus Passenger Charter will be crucial to strengthen confidence in Worcestershire's transport network for both existing and new passengers.

The Bus Passenger Charter will include several targets which are outlined in the Bus Service Improvement Plan. These define the expected experience on journeys within Worcestershire. This includes:

- Information and targets on punctuality and reliability
- Passenger Satisfaction Trends – with areas of focus for improvements
- Commitments for cleanliness of infrastructure and vehicles
- Commitments for vehicle accessibility
- Details of any planned significant changes or reviews and how users will be consulted
- Bus information and Publicity commitments including change dates
- Details on alternate service provision including Demand Responsive Transport and Community Transport Services.

Current and future marketing developments relating to the Worcestershire Transport Network will provide opportunities to ensure that the Bus Passenger Charter is accessible to all interested parties.

National Bus Strategy Objectives met by this deliverable.

- Intensive services and investment on key corridors, with routes that are easier to understand
- Give bus passengers more of a voice and a say
- The local bus network is presented as single system that works together, with clear passenger information

Worcestershire Passenger Strategy Deliverables met

- Attractiveness and affordability
- Quality of service
- Publicity and information

Bus Service Improvement Plans Targets

- TIP1 – Creation of Worcestershire Bus Passenger Charter
- TIP2 – Improve number of positive responses compared to Complaints (%s)
- Improve public perception of Worcestershire Brand/ Network (CS)

10.6 Co-ordinate and limit to a minimum the number of timetable changes for passenger bus services; (TIC)

The unrestricted implementation of timetable changes causes significant issues in passenger expectations and dissemination of correct timetable information. Worcestershire County Council's Bus Service Improvement Plan will regulate timetable changes to a small number of pre-agreed dates throughout the year minimising network disruption and enabling appropriate forward planning and publicity.

This will be emphasised and promoted through the creation of the Passenger Transport Charter

National Bus Strategy Objectives met by this deliverable.

- Intensive services and investment on key corridors, with routes that are easier to understand
- The local bus network is presented as single system that works together, with clear passenger information

Worcestershire Passenger Strategy Deliverables met

- Attractiveness and affordability
- Quality of service
- Publicity and information

Bus Service Improvement Plan Targets

- TIC1 – Creation of Worcestershire Bus Passenger Charter
- TIC2 – Number of Timetable change dates per year
- Improvement in public perception of Worcestershire Brand/ Network (CS)

10.7 Provide a safe and secure environment to Travel (TIE)

The majority of Bus Operators have delivered on-board CCTV on most of their services however, there is inconsistency in facilitating this in off-bus locations. Worcestershire County Council is committed to providing improvements to bus shelter infrastructure which will include, as a minimum, lighting and CCTV coverage where possible.

National Bus Strategy Objectives met by this deliverable.

- Intensive services and investment on key corridors, with routes that are easier to understand

Worcestershire Passenger Strategy Deliverables met

- Network commercialisation
- Quality of services
- Access to services
- Attractiveness and affordability

Bus Service Improvement Plan Targets

- TIE1 – Increase the number of Worcestershire Shelters with lighting
- TIE2 – Increase the number of Worcestershire shelters with CCTV
- Improve public perception of safe and secure environment for using public transport (CS)
- Increase patronage on services (PG)

11. Alterative Service Provision (AP)

Worcestershire is a largely rural County with a predominantly low population density. Traditional timetabled and/or fixed route services may not always be the most effective way of providing passenger transport.

The Worcestershire Passenger Transport Strategy states "Worcestershire County Council will endeavour to encourage and/or make available alternative services for people in areas where traditional public transport is not the most appropriate solution. Such situations include passengers with mobility problems who cannot reach their local bus route, or people who live in remote areas with limited timetabled services. Alternative services may operate as an additional layer to complement traditional passenger transport."

The Worcestershire urban Demand Responsive Transport pilot (Bromsgrove on Demand – BOD) demonstrates the viability of alternative service provision such as Demand Responsive Transport. Worcestershire County Council is evaluating several options for rural, evening and weekend service provision where a more flexible alternative may be more beneficial to users outside of the strategic network.

Community Transport (CT) enables individuals to make essential journeys where there is no local bus service available or one that may be inaccessible. In Worcestershire, Community Transport schemes provided 155,000 single passenger journeys in 2019. Whilst CT can be used for those who have mobility issues that require individual assistance and a bespoke journey, DRT can be used by all members of the community and provides a more flexible and tailored alterative to local bus. Worcestershire is proposing that DRT services would be considered as an alternative to bridge the gap between services provided by CT and Taxi operators.

Worcestershire County Council has commissioned Community Transport Schemes operated by Voluntary Community Sector organisations. These provide vital transport links that are focussed tightly on individual communities and based on the results of a Transport Needs' Assessment at a Parish Council level.

Associated Survey Analysis

- 60% of respondents agreed that transport solutions, including integrated, Demand Responsive and Community Transport, can offer an alternative to traditional passenger transport services (Passenger Transport Survey 2019)

- 60% suggested better or better-connected routes would persuade them to use passenger services more frequently (Passenger Transport Survey 2019)

- Only 48% satisfaction in the overall bus network (NHT Survey 2020)

- 92% of respondents stated that an integrated network should be provided (Passenger Transport Survey 2019)

The delivery objectives for alternative service provision in the Bus Service Improvement Plan are;

- **Provide alternative forms of transport where normal modes are not cost effective (APA)**
- **Improve integration of alternative service provision into the Worcestershire Network (API)**

11.1 Summary of Alternative Provision Targets

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	BSIP Target Description
Alterative Service Provision	AP	Provide alternative forms of transport where normal modes are not cost effective	APA	APA1	Increase number of DRT Schemes operating in Worcestershire
				APA2	Increase the number of DRT trips by scheme
				APA3	Improve access to services throughout the county
				CS	Improve in public perception of bus travel
				PG	Increase in patronage on Worcestershire Network
		Improve integration of alternative Service provision into the Worcestershire Network	API	API1	Increase number of locations Alterative service provision integrates with Strategic Network
				API2	Increase number of locations Alternative service provision integrates with Active Travel Corridors
				CS	Improve in public perception of Alternative Service Provision
				PG	Increase in patronage on Worcestershire Network

11.2 Provide alternative forms of transport where normal modes are not cost effective (APA)

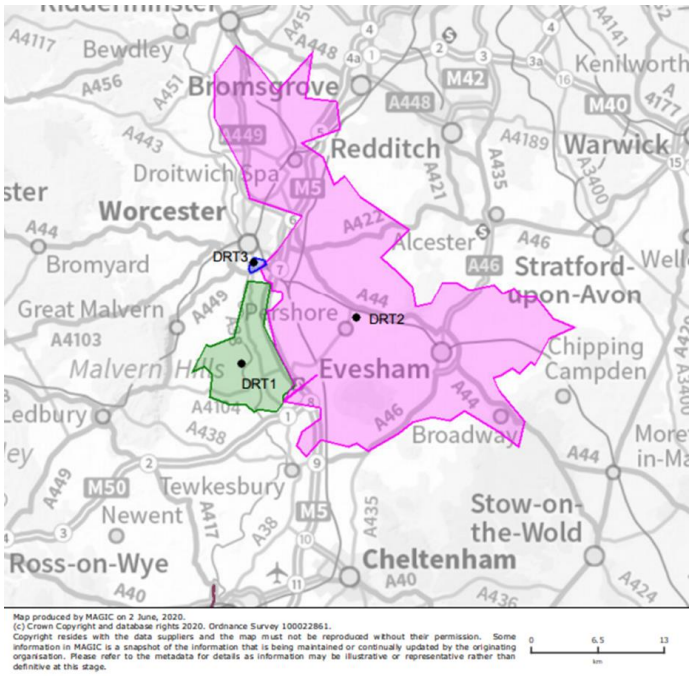
Worcestershire County Council has successfully launched a Demand Responsive Transport service within the County, and this has given us a more comprehensive understanding of how DRT can be used in both urban and rural areas. The Bus Service Improvement Plan commits to expanding the current DRT service and the implementation of further schemes Countywide.

It is essential that DRT is included in future planning of Worcestershire Passenger Transport Network as it provides an appropriate alternative to standard local bus services. By improving flexibility based on passenger requirements, this will increase the overall positive perception of Public Transport. Introduction of these services is aimed at providing a viable transport alternative to those who currently travel by car.

The technological solutions that have been piloted showcase the change in the way that DRT operates, compared to those that were conducted previously which were reliant on expensive call centres.

As well as current Bromsgrove on Demand (BOD) expansion, we are also considering the following services during the initial phase of the Bus Service Improvement Plan:

- DRT1 - Malvern Hills Economic growth (Malvern Hills on Demand)
- DRT2 - Wychavon access to Services (Wychavon on Demand)
- DRT3 - St Peters Suburb – Commuter Link (St Peters on Demand)



Map Identifying Proposed DRT services

The aim of all these schemes is to provide significantly improved passenger transport access and experience to key trip attractors. This includes the newly opened Worcestershire Parkway Station for the users of the Worcester/Evesham corridor, and other areas along the route of the current X50 service. Improving links to this corridor and local towns will boost the effectiveness of public transport in these areas

Evesham's transport network is subject to significant congestion at both peak and inter-peak periods. The ability to offer solutions that integrate with X50 service will create opportunities for modal shift (especially among rural villages and hamlets identified within the boundaries of DRT2 Zone area).

It is anticipated that impact analysis of the DRT schemes will result in further expansion into Malvern Hills (DRT1) which could be achieved with possible integration with the current 44 Service from Malvern to Worcester. (DRT3)

Currently, there are no direct passenger transport links from the suburban area of St Peters to The Worcestershire Parkway Station. It is envisaged that the DRT3 Zone would allow for commuters to access the newly opened station and replicate what is current being achieved in the Bromsgrove on Demand DRT service.

He requested funding would enable the delivery of these services within the first phase of Worcestershire County Council's Bus Service Improvement Plan.

Simultaneously to delivering these services, consideration will be given to the expansion of the BOD service to include evening and weekend services in its current location and across the County.

All newly developed DRT services will consider future mobility principles with a commitment to ensure that services are:

- Easy to use
- Easy to access
- Easy to understand
- Easy to interchange between

National Bus Strategy Objectives met by this deliverable.

Worcestershire Passenger Strategy Deliverables met

Bus Service Improvement Plan Targets

- APA1 – Increase number of DRT Schemes operating in Worcestershire
- APA2 – Increase the number of DRT trips by scheme
- APA3 – improve access to services throughout the county
- Improve in public perception of bus travel (CS)
- Increase in patronage on Worcestershire Network (PG)

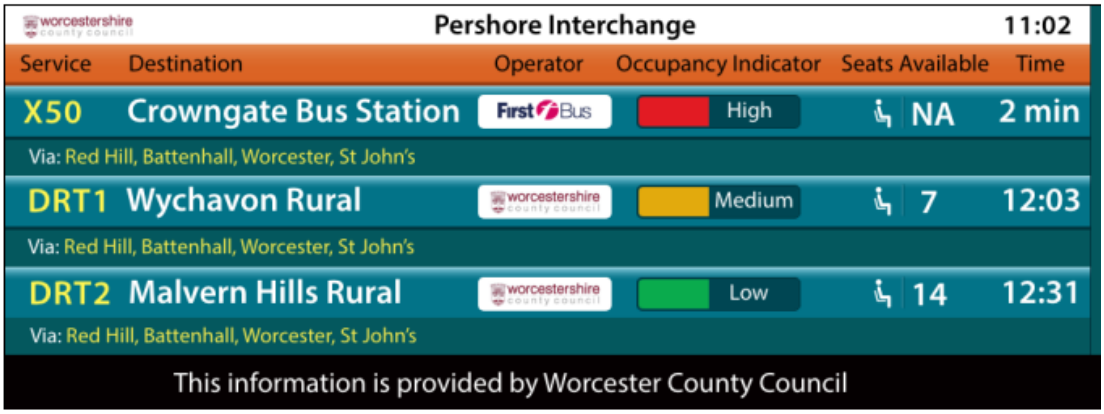
11.3 Improve integration of alternative Service provision into the Worcestershire Network (API)

Any alternative service provision must be considered as part of a holistic network solution within Worcestershire. Seamless end-to-end travel between destinations will always be the preferred option for riders, however, this is not always feasible.

To improve appeal and convenience, DRT must be integrated with all current and future technological solutions and with other modes of transport, whether this be rail or other fixed route services or active travel corridors. This will provide a shift in the traditional demographic user base for DRT services.

Development of technological solutions will allow other modes of travel to be fully integrated with complimentary software (Real Time Information for example) as well as with on-bus hardware. Additionally, feasibility studies will direct potential for on-bus displays (for example, next stop and onward. travel announcements).

Proposals will include changes to the way in-shelter displays provide service information integrating DRT with the Worcestershire Network. Capacity is a critical factor for DRT services and onward trips.



Mock-up of Capacity elements (seats available is also being considered)

Levering current DRT technology, Worcester on Demand powered can act as the cornerstone for a much wider transportation network. The technology enables seamless integration with other transportation modes (e.g. fixed bus lines) with journey planning and ticketing into WoD, providing multi and intermodal services. These areas are to be explored as part of Worestershire's BSIP

They key DRT pillars are: DRT management system, Bus Service Mobile Ticketing and Mobility as a Service (MaaS)

Demand Responsive Transport (DRT) Management System

- **On-demand and pre-booked journeys in the same platform**: the robust, flexible technology that is available enables operators to offer on-demand journeys, pre-booked journeys, and a mix of the two in the same passenger application. This helps the service cover a wide range of options, including employment, commuting and transport to Mobility Hubs for onward travel
- **Range of accessible passenger booking options**: Current innovative DRT systems make it as simple as possible for a wide range of passengers to make bookings and travel comfortably. Passengers without smartphones can use an online web-portal on a laptop or desktop computer with the same functionality as the app, or can call Agents who can book services on their behalf. In other cases, placing kiosks at key transport hubs allows passengers without an account to easily book DRT journeys.
- **Safe, compliant, distraction-free driver interface**: Drivers only interact with the system when safely stopped. The app provides turn-by-turn directions, passenger-specific pick-up details, immediate connections to dispatchers, and more, to ensure journeys are completed safely.

Bus Service Mobile Ticketing

- **Mobile ticketing**: Passengers can use a smart-phone app or web portal to pay for their seats in advance with credit/debit cards, or local travel passes. The system then generates a ticket or token that can be recognised on the bus, confirming that the passenger has already paid. Frequently, the system generates a unique, secure QR code within the passenger app, which passengers scan on the vehicles' Electronic Ticketing Machines when they board. In situations where a vehicle doesn't have Ticket Machines or passengers don't always have smart-phones, there is:
- **"On Bus" Ticketing:** Passengers can also use DRT apps to indicate that they will pay on board. When they board the bus, they can pay with cash, tickets, or concessionary cards. Also, they can 'tap on' as they would do on a traditional bus.

Mobility as a Service (MaaS)

- **Transportation systems should function cohesively encompassing all elements.** As part of the future vision of using DRT, passengers will be able to review all available transport modes, book multi-modal journeys, and manage a unified payment and account system — all within a single, easy-to-use mobile application.

A key benefit of incorporating these additional transport modes into the core DRT platform is that it provides a simple, consistent experience for passengers, and a clear 'one stop shop' for all of their transport needs. This approach will expand and evolve services over time, including by incorporating new transport modes.

National Bus Strategy Objectives met by this deliverable.

- The local bus network is presented as single system that works together, with clear passenger information
- Services patterns must be integrated with other modes
- More demand responsive service es and 'socially necessary' transport

Worcestershire Passenger Strategy Deliverables met

- Quality of service
- Attractiveness and affordability
- Access to services

Bus Service Improvement Plan Targets

- API1 – Increase number of locations Alterative service provision integrates with Strategic Network
- API2 – Increase number of locations Alternative service provision integrates with Active Travel Corridors
- Improve in public perception of Alternative Service Provision (CS)
- Increase in patronage on Worcestershire Network (PG)

12. Bus Infrastructure (BI)

Bus Shelters and associated infrastructure are the passenger's first impression public transport and a high quality, well maintained, uniform shelter will almost certainly improve perception.

Historically in Worcestershire, bus shelters were provided by the County Council or companies that used them for advertising opportunity. The City/District Councils and companies subsequently took over the maintenance responsibility.

This arrangement is somewhat unusual as the public highway (on which most of these bus shelters are situated) is owned and maintained by Worcestershire County Council, as the Highway Authority. As such, the County Council has a vested interest in the provision and maintenance of the bus shelters.

Currently we have mixed ownership of shelters in the County which has resulted in an inconsistent level of quality, with varying standards of maintenance and cleanliness and no formal maintenance/repair contracts in existence.

By taking ownership of the bus shelter infrastructure in Worcestershire, the County Council will take over future responsibility for design, procurement, maintenance, and cleanliness, ensuring that appropriate information is provided and that this is a safe environment (e.g. lighting). The Bus Service Improvement Plan will enable us to:

- Take control of Infrastructure assets to provide benefits to the Authority and members of the public.
- Resolve legal aspects relating to "ownership" with clearly defined responsibilities
- Maximise economies of scale from a procurement and maintenance perspective
- Create a robust maintenance contract to ensure proper maintenance/repair of bus shelters
- Ensure shelters are uniform in design; this is the public's first impression of Worcestershire Public Transport.
- Provide clear information regarding responsibility and assurance that issues will be actioned. This will be included in our Passenger Charter
- Significantly invest in new bus shelter estate, embracing latest technology
- Redesign, re-brand and re-build public perception of Local Bus Services by providing enhanced facilities and better information throughout the County.
- Look for income generation opportunities to enable future investment in our bus shelter infrastructure

Associated Survey Analysis

- Over 80% of all respondents agreed with the statement "Infrastructure for Passenger Transport Services should be improved, such as bus shelters (Passenger Transport Survey 2019)
- 56% of respondents were satisfied with the state of bus stops (NHT Survey 2020)

The delivery objectives for Bus Infrastructure in this iteration of the Bus Service Improvement Plan are:

- **Progress to a consistent, uniform, accessible and quality provision of infrastructure that facilitates passenger transport use both on and off bus (BIC)**
- **Deliver next generation mobility hubs to integrate Alterative Service provision and Active Travel with Local Bus Services (BIM)**
- **Consider income generation opportunities (ring-fenced back to Local Bus Network) (BIL)**

12.1 Summary of Bus Infrastructure Targets

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	BSIP Target Description
Bus Infrastructure	BI	Progress to a consistent, uniform, accessible and quality provision of infrastructure that facilitates passenger transport use both on and off bus	BIC	BIC1	Increase number of Worcestershire County Council Owned Shelters (by standard)
				CS	Improve public perception of bus infrastructure
				PG	Increase patronage on Worcestershire Network
		Deliver next generation mobility hubs to integrate Alterative Service provision and Active Travel with Local Bus Services	BIM	BIM3	Increase Number of Smart Shelters/ Mobility Hubs in Worcestershire
				CS	Improve public perception of bus infrastructure
				PG	Increase patronage on Worcestershire network
		Consider income generation opportunities (ring-fenced back to Local Bus Network)	BIL	BIL1	Increase income generated from Infrastructure
				CS	Improve public perception of bus infrastructure
				PG	Increase in patronage on Worcestershire Network

12.2 Progress to a consistent, uniform, accessible and quality provision of infrastructure that facilitates passenger transport use both on and off bus (BIC)

Some corridors have a mixture of shelter ownership and also design and style. Some of these corridors have more recently been upgraded and now have a more consistent or standardised shelter and clear ownership.

Similarly, there is a mix of timetable display styles. This can result in customer dissatisfaction as outdated information might be advertised and poorly displayed. The Bus Service Improvement Plan will mean that there is provision of consistent information and limited timetable changes each year, as agreed with operators via the Enhanced Partnership.

Bus shelter/stop provision is proposed to be considered as two types (Smart Hubs and Standard Plus)

Worcestershire County Council Smart Hub

- More than 500 users per week.
- Shelter with seating
- Lighting
- Inclusion of locally designed artwork (where feasible) – physical and digital
- Real Time Information Display
- Additional technology to be considered including end panel screen (with potential for advertising)
- CCTV installed to provide a safe and secure environment
- Solar/ Wind Turbines installed to power or offset power consumption
- Sedum element to be considered
- Cycle racks to be installed where feasible
- Shelter Location – preferably located as close to the boarding point as possible.
- Pole and Flag – flag to be clearly visible from the roadside and should be integral to the bus stop, to minimise unnecessary street clutter.
- Raised Kerbs – to provide level access for buggies and wheelchairs.
- Road markings – comprising yellow bus-stop clearway markings, sign and red or green surfaced carriageway box.
- Timetable Information –for all routes serving the stop.
- Crossing Point - a safe place to cross the road within 50 metres of the bus stop, to include dropped kerbs and tactile paving where appropriate.
- DDA Compliant – fully accessible for disabled people
- Double Length Bus Stops – where Gold Standard bus stops are located on premium routes, it may be necessary to provide double length bus stops to permit express services to overtake stopping services.

Worcestershire County Council's Standard Plus

- Moderate use (250 to 499 users per week)
- Shelter with seating
- Inclusion of locally designed artwork (where feasible) – physical and digital
- Lighting
- Real Time Information Display
- Additional technology to be considered including end panel screen (with potential for advertising)
- CCTV installed to provide a safe and secure environment
- Solar/ Wind Turbines installed to power or offset power consumption
- Sedum element to be considered
- Shelter Location – preferably located as close to the boarding point as possible.
- Pole and Flag – flag to be clearly visible from the roadside and should be integral to the bus stop, to minimise unnecessary street clutter.

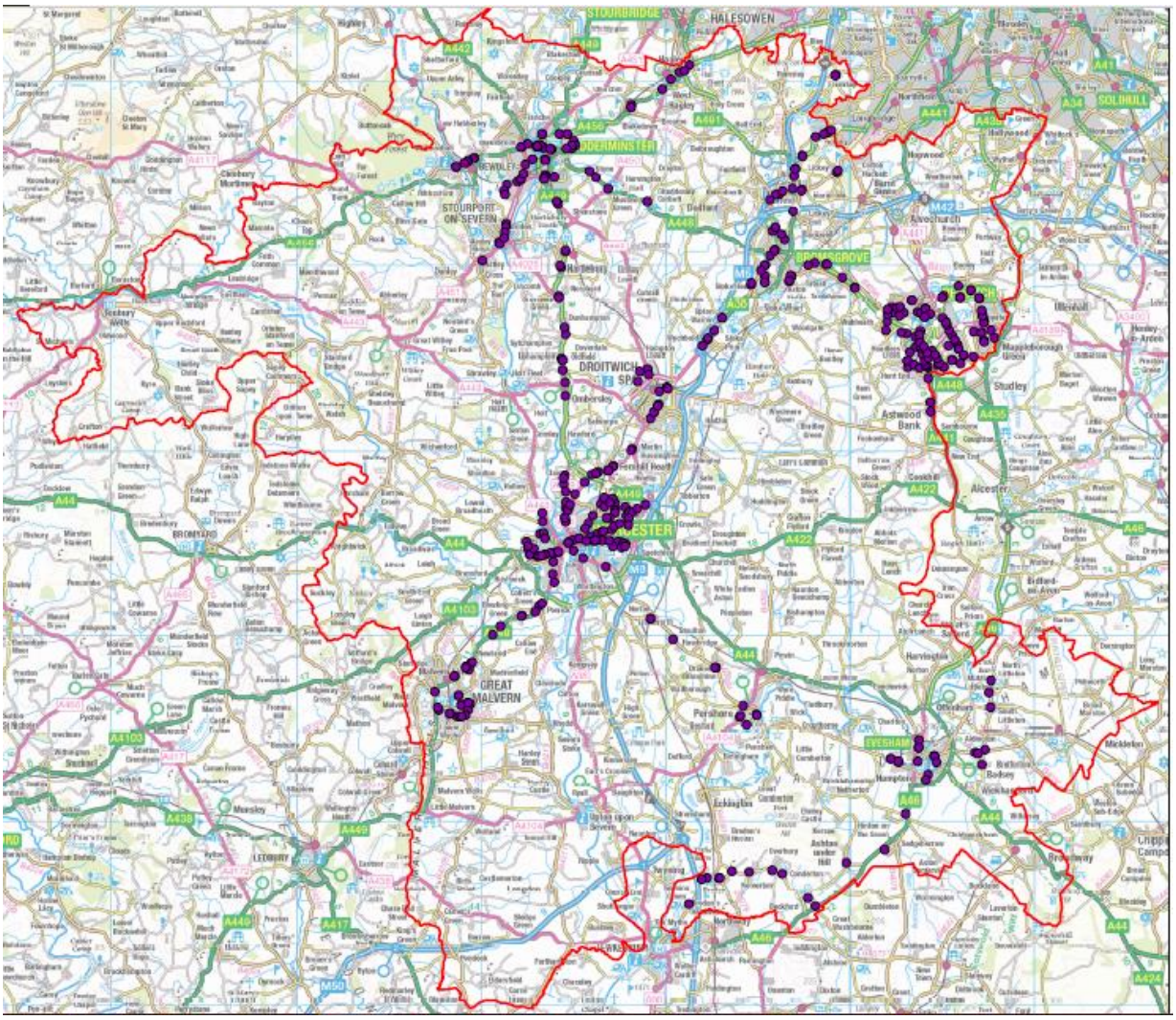
- Raised Kerbs – to provide level access for buggies and wheelchairs.
- Road markings – comprising yellow bus-stop clearway markings, sign and red or green surfaced carriageway box.
- Timetable Information - for all routes serving the stop.
- Crossing Point - a safe place to cross the road within 50 metres of the bus stop, to include dropped kerbs and tactile paving where appropriate.
- DDA Compliant – fully accessible for disabled people; and
- Bus Shelter

12.2.1 Strategic Corridor Shelter Analysis - Shelters

In line with improvements to the main strategic network within Worcestershire, we will also deliver a programme of infrastructure replacement ensuring that these meet the various targets outlined throughout the document. Worcestershire's aspiration to increase the number of RTI displays countywide is tabled below.

		Shelters identified for replacement
2022/23	Worcester City and Bromsgrove	148
2023/24	Wychavon & Malvern Hills	119
2024/25	Wyre Forest and Redditch	155
		422

Table to show number of Bus Shelters identified for replacement across Worcestershire



Map of locations for shelter improvements on Strategic Corridors

Appendix D highlights the infrastructure that has been identified along the strategic network for upgrades/ replacements by each district in more detail

National Bus Strategy Objectives met by this deliverable.

Intensive services and investment on key corridors, with routes that are easier to understand

The local bus network is presented as single system that works together, with clear passenger information

Worcestershire Passenger Strategy Deliverables

Bus Service Improvement Plan Targets

- BIC1 – Increase number of Worcestershire County Council Owned Shelters (by standard) ***(initial targets as outlined in shelter analysis)***
- Improve public perception of bus infrastructure (CS)
- Increase patronage on Worcestershire Network (PG)

12.3 Deliver next generation mobility hubs to integrate Alterative Service provision and Active Travel with Local Bus Services (BIM)

Worcestershire County Council is leading the way to work with the supply chain to drive a Net-Zero Agenda. Our trial bus stop at Worcestershire County Hall has played host to a range of trial technologies that can be operated from the local harvesting of renewable energy sources alone. Previous trials have included both the UK's first solar-powered E-ink RTI displays and, even more impressively, the UK's first TFT in-shelter display powered purely by solar power.

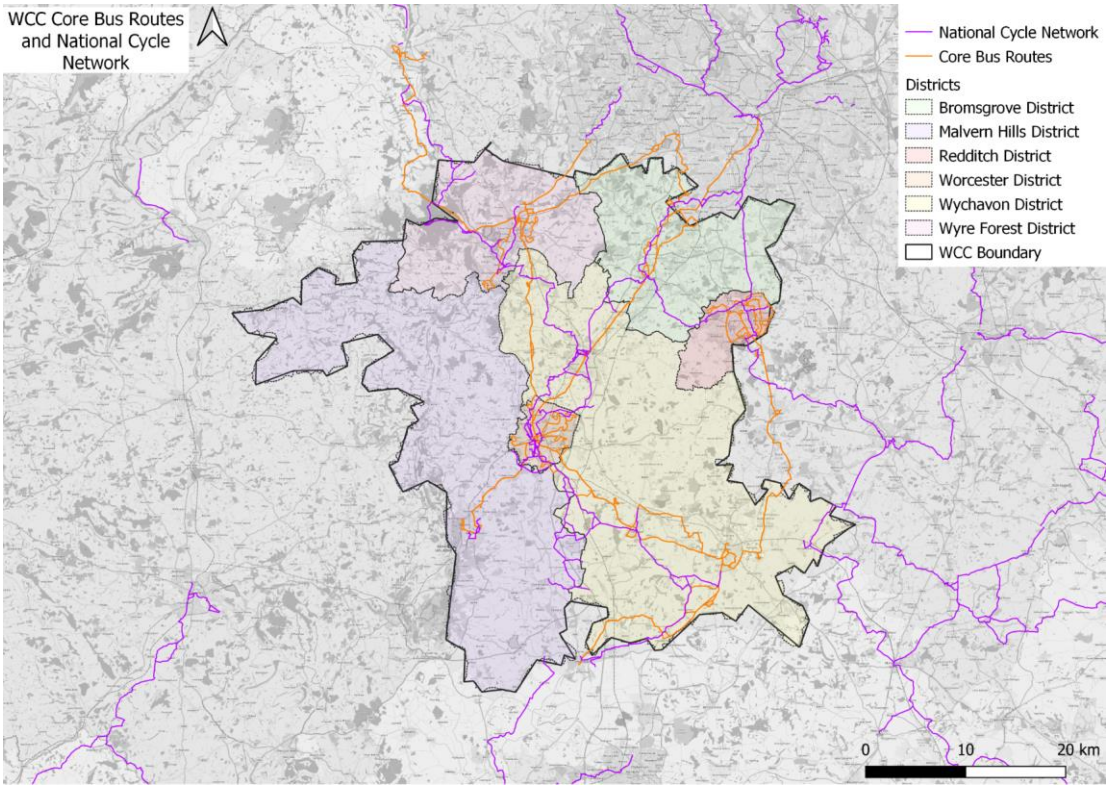
These technology investigations have been leading towards what will be the UK's first of its type Smart Hub, to be installed in Worcester City Centre. The Smart Hub will feature a range of technologies, designed to improve the image of public transport – all to be powered from locally harvested renewable energy resources such as solar and wind power.

In addition to this, Worcestershire County Council will also be trailing new technology linked to the introduction of these hubs that will allow for measuring the local particulate level, and so will be able to monitor and report on any improvements in air quality that have been achieved through our Bus Service Improvement Plan.

Worcestershire County Council proposes that subject to funding, the authority would install a dense network of low-power and low-cost particulate sensor technology along Strategic corridors within the authority. This would allow the authority to model air quality improvements over time, and report on any improvements that have occurred because of operator fleets migrating to ZEB and Euro 6 compliant vehicles.

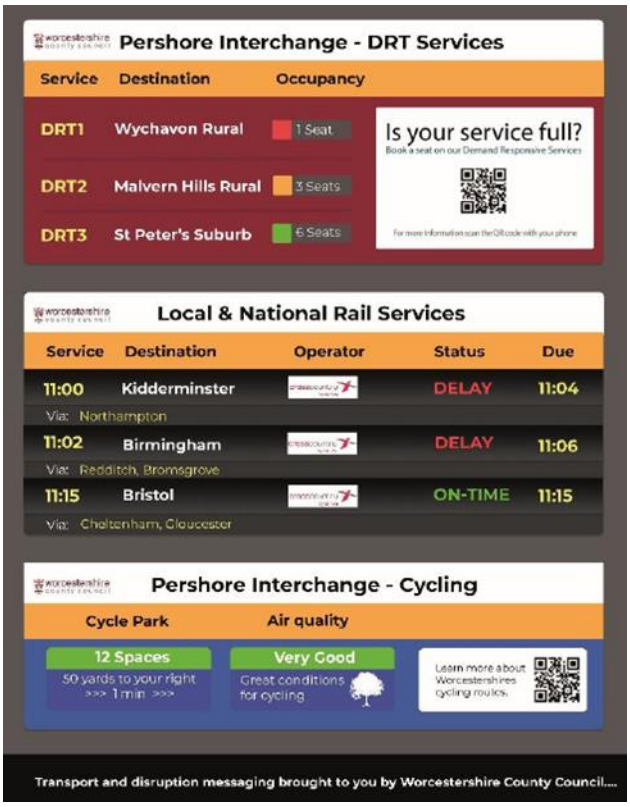
Final visuals of Worcestershire Smart/Mobility Shelter

Worcestershire's Bus Service Improvement Plan recognises the importance of new and innovative Smart Hubs at critical interchange points which would allow connection with the strategic corridor routes. These interchange points would provide a location for DRT pickup and provide a booking system (through 10" interactive screens) that allow full accessibility to all residents. We will also consider how other modes of transport information (Including Active Travel) can be integrated into the solution, with a focus on locations where the strategic network and cycle network overlap.



Map to Show Strategic network and Cycle network overlay

There are examples where rural towns have become active transport hubs (travel interchanges for individual areas), with facilities such as new sheltered bus stops, secure cycle parking and extra car parking. These are located close to existing railway stations, bus stops, cycleways and walking routes. Worcestershire is actively pursuing this initiative and is confident that these extra facilities close to bus stops and railway stations, in addition to strategic network corridors, will encourage people to use public transport and connect to rural villages. Our Active Travel initiative supports this. These hubs would need to be tailored to suit the needs of each individual village.



Possible Interchange Screen Design Mock-up

We will work with Town and Parish Councils to identify locations for rural transport Hubs taking into account current and future bus routes, Community Transport, taxi area coverage, rail corridors, active travel and location of car parking provision.

National Bus Strategy Objectives met by this deliverable.

Worcestershire Passenger Strategy Deliverables met

Bus Service Improvement Plan Targets

- BIM3 – Increase Number of Smart Shelters/ Mobility Hubs in Worcestershire
- Improve public perception of bus infrastructure (CS)
- Increase patronage on Worcestershire network (PG)

12.4 Consider income generation opportunities (ring-fenced back to Local Bus Network) (BIL)

Some authorities employ third-party organisations to manage advertisement opportunities, particularly when it is seen as a method of income generation and will off-set revenue/capital costs of infrastructure. Also, this could assist with the introduction of new bus shelters or update/upgrade of existing infrastructure.

Worcestershire is exploring income generation opportunity by offering companies advertising space in the Smart/Mobility Hubs. Again, this will provide a mechanism to offset costs and contribute to the sustainable future.

National Bus Strategy Objectives met by this deliverable.

Worcestershire Passenger Strategy Deliverables met

Bus Service Improvement Plan Targets

- BIL1 – Increase income generated from Infrastructure
- Improve public perception of bus infrastructure (CS)
- Increase in patronage on Worcestershire Network (PG)

13. Modal Integration (MI)

The County Council focus is on providing an integrated passenger transport network, with buses and trains providing transport along key strategic corridors and smaller buses and Community Transport feeding into this network at the closest appropriate point. We are also encompassing Active Travel options.

Associated survey analysis

- 60% suggested better or better-connected routes would persuade them to use passenger services more frequently (Passenger Transport Survey 2019)
- 75% of respondents agreed that the Home to School Transport should be considered for integration with local bus services (Passenger Transport Survey 2019)
- Only 48% satisfaction in the overall bus network (NHT Survey 2020)
- 92% of respondents stated that an integrated network should be provided (Passenger Transport Survey 2019)

The delivery objectives for Modal Integration in this iteration of the Bus Service Improvement Plan:

- **Focus on providing an integrated Passenger Transport network (MIT)**
- **Build on previous experiences and develop appropriate branding to promote travel modes (MIC)**

13.1 Summary of Modal Integration Bus Service Improvement Plan Targets

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	BSIP Target Description
Modal Integration	MI	Focus on providing an integrated Passenger Transport network	MIT	MIT1	Increase number of services that integrate with Rail locations
				MIT2	Increase number of services that integrate with Active Corridor locations
				MIT3	Increase number of DRT services that integrate with Strategic Corridors
				CS	Improve public perception of bus infrastructure
				PG	Increase patronage on Worcestershire Network
			MIC	MIC	Build on previous experiences and refresh Choose How You Move (CHYM) as a mechanism for promoting Modal Integration
		Build on previous experiences and refresh Choose How You Move (CHYM) as a mechanism for		MIC1	Creation of Worcestershire Network Brand
				MIC2	Increase number of locations Worcestershire Brand Appears
				CS	Improve public perception of bus infrastructure
				PG	Increase patronage on Worcestershire Network

13.2 Focus on providing an integrated Passenger Transport network (MIT)

The availability of coordinated transport service across different modes and operators will provide more opportunities for seamless journeys, reducing interchanges and providing clear RTI and bus usage. This is particularly important due to the rural nature of the County. Modal integration will help users in areas of rural isolation and social exclusion.

Worcestershire County Council will therefore continue to work towards seamless modal integration through.

- passenger transport connections to strategic corridors.
- passenger transport services connecting to rail services.
- providing comprehensive passenger information.
- promoting multi-operator integrated ticketing products.
- promoting the development of 'mini-interchange hubs' (Mobility/ Smart Hubs)
- passenger transport connections with Active Corridor Routes

National Bus Strategy Objectives met by this deliverable.

Worcestershire Passenger Strategy Deliverables met

Bus Service Improvement Plan Targets

- MIT1 – Increase number of services that integrate with Rail Stations
- MIT2 – Increase number of services that integrate with Active Travel Corridors
- MIT3 – Increase number of DRT services that integrate with Strategic Corridors
- Improve public perception of bus infrastructure (CS)
- Increase patronage on Worcestershire Network (PG)

13.3 Build on previous experiences and refresh Branding as a mechanism for promoting Modal Integration (MIC)

In April 2004, Worcester was selected by the Department for Transport as a Sustainable Travel Demonstration Town. The aim of the programme was to achieve a shift from single-occupancy car use to sustainable modes of travel and to relieve congestion. 'Smarter Choices' measures were combined with service and infrastructure improvements and this was branded 'Choose How You Move" (CHYM). The programme offered improved public transport infrastructure, cycle routes and pedestrian access, plus a variety of incentives and personalised travel advice.

Choose how you move in Worcester City ran successfully in 2004 – 2009. Initial evaluations in 2008 showed an 11% increase in walking journeys, a 19% increase in cycling journeys, 7% decrease in car journeys and 20% increase in bus use.

Sustained marketing and communications as well as successful branding were critical elements to CHYM and in our Worcestershire Bus Service Improvement Plan we will build on that success. A recognisable brand will instil confidence and influence a change in behaviour and increased use of public transport.

National Bus Strategy Objectives met by this deliverable.

The local bus network is presented as single system that works together, with clear passenger information

Services patterns must be integrated with other modes

Worcestershire Passenger Strategy Deliverables met

Quality of Service

Publicity and Information

Attractiveness and Affordability

Access to Services

Bus Service Improvement Plan Targets

- MIC1 – Creation of Worcestershire Network Brand
- MIC 2 - Increase number of locations Worcestershire Brand Appears **(Initial target of 500 locations per year)**
- Improve public perception of bus infrastructure (CS)
- Increase patronage on Worcestershire Network (PG)

14. Technology and Innovation (TE)

Technology and innovation form a separate area of the Bus Service Improvement Plan and are core to all other deliverable objectives. There is an emphasis within the authority on developing, managing, supporting, and delivering innovative programmes and projects related to Transport and Highways which has resulted in delivering a variety of next generation and cost-effective solutions.

Worcestershire County Council has proven experience in the adoption and development of new and innovative solutions. With our strategic partners, we have delivered various innovative firsts which include: E-ink Displays, 10 inch Interactive Screens, Solar Shelter Technology, Optimisation and Scheduling Systems and we are in the process of delivering the first of its type Mobility Hub in the UK. Our experience in dealing with technology and innovation provides us with an understanding of how technology and innovation can drive improvements.

Associated survey analysis

- Over 80% of all respondents were in agreement with the status "Worcestershire County Council should consider supporting new technology initiatives (Passenger Transport Survey 2019)
- 19% of respondents stated that bus design comfort and condition should be improved.
- (Transport Focus 2019)
- 18% of respondents stated that punctuality should be improved.

The delivery objectives for Technology and Innovation in this iteration of the Bus Service Improvement Plan are:

- **Expand Worcestershire Real Time Information System (TER)**
- **Consider Net Zero objectives when reviewing infrastructure (TEZ)**
- **Deliver Ultra-Low and Zero Emission Buses within the County (ZEB)**
- **Deliver next generation accessible information on and off-bus (TEA)**
- **Improve and develop mechanisms for improving data that can be presented in relation to the network (TED)**

14.1 Summary of Technology an Innovation Bus Service Improvement Plan Targets

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	BSIP Target Description
Technology and Innovation	TE	Expand Worcestershire Real Time Information System	TER	TER1	Increase in number of devices installed providing Real Time Information
				TER2	Improve average % of journeys being tracked
				JT	Improve journey time on impacted routes
				RT	Improve reliability of services on impacted routes
				CS	Improve in public perception of bus travel in Worcestershire
		Consider Net Zero objectives when considering infrastructure	TEZ	TEZ1	Increase number of installed Net Zero RTI displays
				TEZ2	Monitor carbon Tonnes saved through installations
				TEZ3	Monitor cost savings/ avoidance through installations
				JT	Improve journey time on impacted routes
				RT	Improve reliability of services on impacted routes
				CS	Improve in public perception of bus travel in Worcestershire
		Deliver Ultra-Low and Zero Emission Buses within the County	ZEB	N/A	Main Targets will be in line with ZEBRA fund monitoring areas
				ZEB1	Increase number of Ultra Low (Euro VI compliant) Vehicles operated in Worcestershire
				ZEB2	Increase number of ZEB (Zero Emission Buses) operated in Worcestershire
				ZEB3	All vehicles in Worcestershire Ultra Low by 2025
		Deliver next generation accessible information on and off-bus	TEA	TEA1	Increase number of vehicles with next-stop announcements
				TEA2	Increase number of stops with ability to provide audio announcements
				TEA3	Increase number of QR codes scanned (by location)
				TEA4	Increase number of Digital Assistants deployed
				CS	Improve public perception of Infrastructure and overall bus Travel
		Improve and develop mechanisms for improving information that can be presented in relation to the network	TED	TED1	Increase number of Passenger Counter installed on vehicles (needs to be costed)
				TED2	Increase number of Pollution sensors deployed
				TED3	Increase number of corridor analytical cameras deployed
				CS	Improve public perception of Worcestershire network

14.2 Expand Worcestershire Real Time Information System (TER)

Worcestershire County Council has improved the provision of travel information throughout their transport network to enhance accessible real time information, especially on main transport corridors throughout the County.

The introduction of RTIS is pivotal to Worcestershire County Council's strategy to support and grow the commercial bus market in the County. Bus journey times and reliability are improved which leads to increased public confidence, satisfaction, and increased usage.

Worcestershire RTIS is made up of several core components:

- A central unit that can track the location of buses and predict their arrival time at stops
- A corresponding tracking system on buses including roll out of Smart enabled ticket machines.
- Ability to deliver Intelligent traffic signal priority (TSP) that can prioritise late-running buses at key junctions
- In-shelter displays predicting the arrival time of the next buses
- Ability to access predicted arrival times from websites and smartphones
- Innovative RTIS Information points at key and strategic locations where people are likely to want to check the arrival time of the next bus and access other useful information such as wayfinding, tourist or active travel information

Worcestershire has developed a cost effective and innovative RTIS that provides residents with enhanced real time information. As part of this Bus Service Improvement Plan, Worcestershire is committed to deliver RTIS to all shelters on strategic corridors as well as further enhance the use of next generation information and touch screen technology. Key benefits of Worcestershire RTIS include:

- Provides passengers with reassurance and confidence in using reliable public transport
- Potential to increase patronage on buses
- Gain traffic priority which will help with punctuality and build public confidence
- Provides operators with better access to "live information" so they can provide better and more optimum services
- Better wayfinding and access to Worcestershire information. Includes enhanced opportunities for self-service and promotion
- Ability for Smart ticketing in initiatives through Electronic Ticket Machines (ETMs) distributed as part of the RTIS
- Better access for those with visual impairments through Royal National Institute of Blind People Technology, Tap and Talk and Digital Assistant.
- Ability for neighbouring authorities to use Worcestershire RTIS components

We have worked with the supply chain to deliver enhanced information wherever possible, providing the travelling public with everything they will need to make decisions about their journey planning. This has included:

- Utilising Point of Interest (POI) functionality – simple Ordnance Survey-style graphics on the display allow us to highlight when a service is passing key locations within Worcester such as historical sites, the Worcestershire Royal Hospital or other transport interchange locations (such as Worcester Shrub Hill Rail station). This also supports the authority promoting modal integration.
- Leveraging our Social Media – We provide passengers with key updates on network quality through our authority-run social media channels – leveraging these and showing the same update throughout our information estate allows us to ensure consistency of messaging and minimises the platforms that we must update to distribute that messaging.

We want to increase the number of passengers that we can reach with information and target transport interchanges, major trip attractors and hubs with increased provision for passenger information.

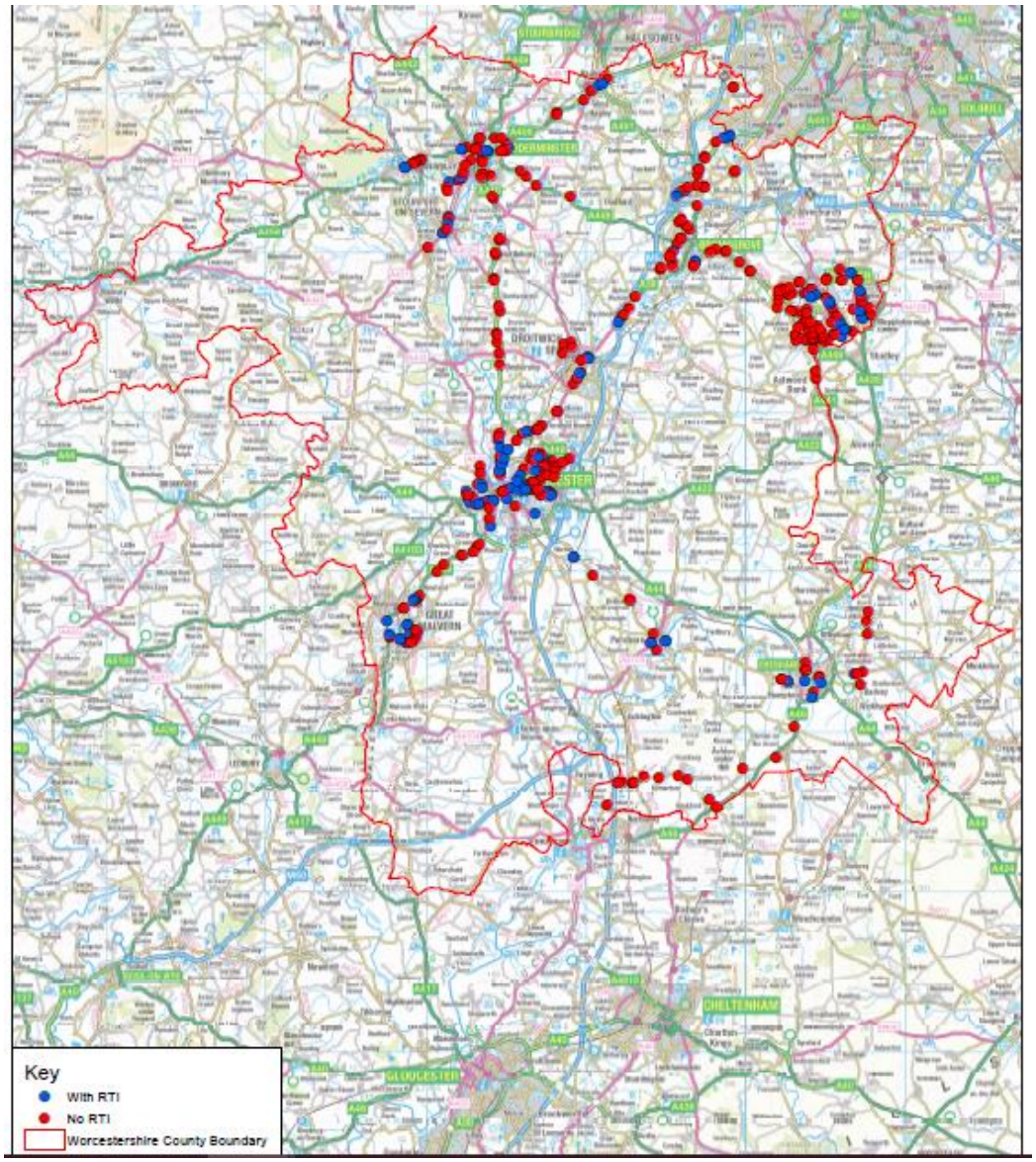
This will be especially relevant for areas we are targeting, where new demand responsive services will intersect with scheduled services within the authority. It is our goal to use the increased provision of real time information and improved infrastructure to promote bus as a viable option over personal use cars.

14.2.1 Strategic Corridor Shelter Analysis – Real Time Displays

In accordance with improvements to the main strategic network within Worcestershire, we will deliver a programme of infrastructure replacement ensuring that these meet the various targets outlined throughout the document. Worcestershire's aspiration is to deliver a programme as per the table below to increase the number of RTI displays throughout the County and on Strategic Corridors.

		New RTI Screens required
2022/23	Worcester City and Bromsgrove	75
2023/24	Wychavon & Malvern Hills	70
2024/25	Wyre Forest and Redditch	112
		257

Table to Outline Number of New Real Time Information Screens Required in Worcestershire



Map to show Real Time displays on Worcestershire Strategic Corridors

Appendix D highlights the infrastructure that has been identified along the strategic network for new Real Time Information Displays

National Bus Strategy Objectives met by this deliverable.

Intensive services and investment on key corridors, with routes that are easier to understand

The local bus network is presented as single system that works together, with clear passenger information

There must be significant increases in bus priority

Worcestershire Passenger Strategy Deliverables met

Bus Service Improvement Plan Targets

- TER1 – Increase in number of devices installed providing Real Time Information (***Targets based on Strategic Corridor analysis)***
- TER2 – Improve average % of journeys being tracked
- Improve journey time on impacted routes (JT)
- Improve reliability of services on impacted routes (RT)
- Improve public perception of bus travel in Worcestershire (CS)

14.3 Consider Net Zero objectives when considering infrastructure (TEZ)

Worcestershire County Council will do this through employment of both traditional technologies (in-shelter real time information displays) and innovative technologies aimed at increasing accessibility to a greater degree of information, whilst simultaneously increasing their ability to harness renewable energy sources that are more environmentally friendly and drive down the ongoing operational expenditure of countywide systems

Worcestershire County Council has been successfully implementing solar and low-powered technologies within their transport network to reduce the carbon footprint of the authority whilst, at the same time, maintaining the high level of real time and scheduled travel information available to the travelling public. Worcestershire is committed to using this type of technology as the first option when delivering Real Time information.

Building on the success of our solar-powered, real time passenger information display (2016) and working with strategic partners, we will look to develop and install several shelters that are powered by both wind turbines and solar panels. These will be completely "off grid" and estimated that these save 3.6 metric tonnes of carbon over 10 years.

Example of Offset Data that can be provided for passengers

National Bus Service Objectives met by this deliverable.

Worcestershire Passenger Strategy Deliverables met

Bus Service Improvement Plan Targets

- TEZ1 – Increase number of installed Net Zero RTI displays
- TEZ2 – Monitor carbon Tonnes saved through installations
- TEZ3 – Monitor cost savings/ avoidance through installations
- Improve journey time on impacted routes (JT)
- Improve reliability of services on impacted routes (RT)
- Improve public perception of bus travel in Worcestershire (CS)

14.4 Deliver Ultra-Low and Zero Emission Buses within the County (ZEB)

Worcestershire is committed to delivering ultra-low and zero emission buses. Worcestershire was unsuccessful in its bid to become the first Electric Vehicle Bus Town but has moved to phase 2 of the Zero Emission Bus Regional Area (ZEBRA) for Bromsgrove and Redditch Districts.

We know through the development of the Electric Vehicle Bus Town and Zebra Expression of Interest that, unlike many parts of the West Midlands conurbation, the bus fleet serving Bromsgrove and wider area is predominantly Euro 3 to Euro 5, with a smaller proportion of vehicles Euro 6 standard. This is partly because Worcestershire tends to have buses cascaded from the larger conurbations, which are older. This is a key challenge for Worcestershire and may be perceived as contributing to health concerns.

The latest Euro 6 engines are much cleaner, reducing emissions by 95%. Currently only NOx is monitored in Bromsgrove, but it is documented that improvements in NOx levels are likely to link to improvements in traffic related Particulate Matter.

We want to explore the feasibility and costs of delivering cleaner vehicles across the County to reduce emissions and provide a better experience for passengers travelling on the Worcestershire network.

We are also committed to exploring how Zero Emission vehicles can be delivered as part of alternative service provision such as DRT.

Worcestershire County Council has successfully delivered a feasibility study which looks at the use of camera technology in conjunction with pollution sensor technology to monitor use of individual vehicles.

Monitoring Area	Source	Data Type
Vehicle	On-board sensors Driver Behaviour system	Impact of Equimpent on Battery Battery Conditon Range Emission Impact Driver Behavious impact on Battery
EV/ Hydrogen Chargi	System Software Meter Records	Power supplied Costs of Power Supplied
Operational Effiency	Real Time System Operator records	Fleet utilisation Puntuality Patronage Mileage
Customer Satisfactio	Surveys Patronage Data	Overall Journey Quality Impact of measures on Patronage
Air Quality	Pollution Sensors Cameras	Air Quality Impact Impact on routes

Table to show the Monitoring Area, Source and Data Type for use of camera technology

Worcestershire is committed through its Bus Service Improvement Plan and ZEBRA fund application to supporting the Government's commitment to decarbonisation and to reduce the transport sector's contribution to CO2 emissions.

We will also explore how buses can become Euro 6 compliant within the first phase of the Bus Service Improvement Plan and will set targets for improving the quality of vehicles within the County.

National Bus Strategy Objectives met by this deliverable.

Worcestershire Passenger Strategy Deliverables met

Bus Service Improvement Targets

- Main Targets will be in line with ZEBRA fund monitoring areas
- ZEB 1 – Increase number of Ultra Low (Euro 6 compliant) Vehicles operated in Worcestershire (**initial Target 50 per year)**
- ZEB 2 – Increase number of ZEB (Zero Emission Buses) operated in Worcestershire
- ZEB 3 – All vehicles in Worcestershire Ultra Low by 2025

14.5 Deliver next generation accessible information on and off-bus (TEA)

As part of its Bus Service Improvement Plan, Worcestershire is committed to delivering next generation information. Worcestershire has been working with software and hardware suppliers to work on methods to deliver both on-bus and off-bus information about its network. This includes the use of modern displays that can show next stop information as well additional information such as diversions, information about key trip attractors, onward travel information as well as specific branding to a service or route.

Example of accessibility screens installed in Worcestershire buses

In addition to on-bus next stop announcements, we are committed to improving the on-board experience for passengers and will consider other on-board technology such as wi-fi and USB charging.

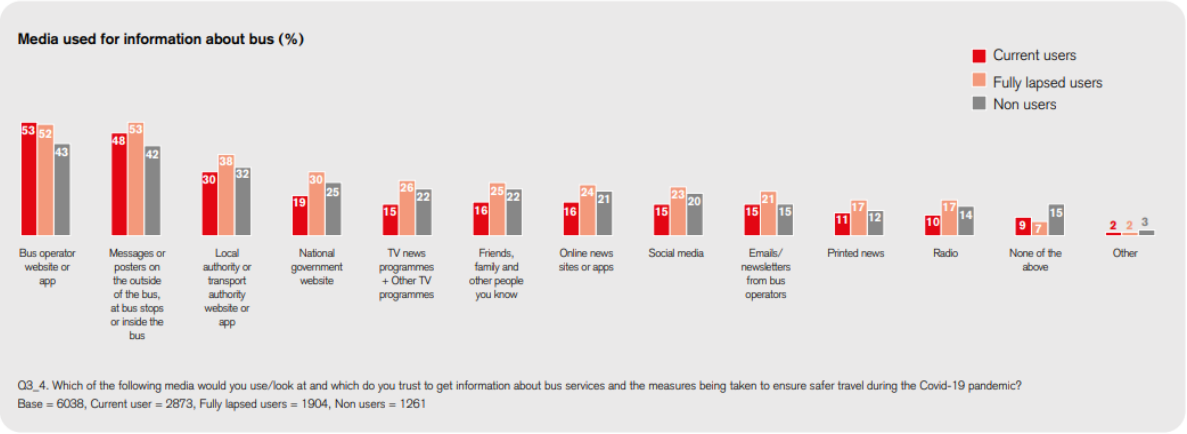
QR codes have seen a resurgence of usage throughout the Coronavirus pandemic. Through implementations such as the NHS Track and Trace app, members of the public have become familiar with the codes and recognise them as a source of information.

QR codes are low-cost to produce and can be distributed quickly. They will enable Worcestershire County Council to provide transport information anywhere and everywhere. Leveraging a user's personal device, the solution can be deployed to any location using stick-on QR codes. Worcestershire County Council currently operate two schemes: standard QR codes that provide the user with a visual web departure board, detailing upcoming departures for any bus stop; and, Tap & Talk, that provides the same functionality, but delivered audibly, to assist passengers that have limited visibility.

This is not the only accessible technology that we are using to ensure that accessibility is at the heart of our solutions. Worcestershire County Council will soon take delivery of the UK's first Digital Transport Assistant. This will be installed in our showpiece Mobility Hub Super Shelter. The voice-activated assistive technology will operate in a similar manner to "Alexa-style" technologies, allowing public transport users to ask questions of the unit and receive their transport information.

In both cases, by leveraging methods of technology interaction that users are familiar with, we will be breaking down the barriers some people have when accessing information and, most importantly, we are ensuring that the information will be available to all.

A recent study by Transport Focus (*The Route Ahead: Getting Passengers Back on Buses, June 2021*) found that the bus stop was one of the most likely places people would go to for information on bus services, second only to operator apps. By utilising the bus stop as a hub of information to the travelling public, we have the added benefit of being able to promote all services, not just the services of the operator with the largest marketing budget/biggest presence in the area.



Source: The Route Ahead: Getting Passengers Back On Buses, Transport Focus, June 2021

However, enhancement of the accessibility of information should not stop at the bus stop. It is Worcestershire County Council's goal to ensure that all buses that operate in the area feature next Stop Announcement Audio Visual Systems. The systems are crucial to public transport users with limited vision. According to the Guide

Dogs for the Blind publication, "Campaigning on Talking Buses", 6 out of 10 disabled people said they would benefit from Audio Visual (AV) systems being installed on buses. With up to 32% of limited vision individuals citing that they have previously missed their bus due to not knowing their location or progression along the route. This lack of information is an unacceptable barrier for a demographic that relies on public transport for mobility. Furthermore, 97% of able-bodied people with good vision are cited in the same campaign document as finding the systems beneficial for navigation and understanding public transport.

In future, these displays could not only be used to inform of the next stop, but by working with our technology partners, could enhance the provision of information delivered by providing updates on connecting services at interchanges and transport hubs, or any network-related disruption messaging.

As we also look to increase the level of infrastructure, we will also improve the accessibility of bus services. By augmenting RTI displays with accessibility tools such as react key fobs, push-button announcements and audio enabled QR codes, we will enable all passengers to get the information they need to choose public transport.

National Bus Strategy Objectives met by this deliverable.

Worcestershire Passenger Strategy Deliverables met

Bus Service Improvement Plan Targets

- TEA1 – Increase number of vehicles with next-stop announcements
- TEA2 – Increase number of stops with ability to provide audio announcements
- TEA3 – Increase number of QR codes scanned (by location)
- TEA4 – Increase number of Digital Assistants deployed ***(Initial Target 5 per year)***
- Improve public perception of Infrastructure and overall bus travel (CS)

14.6 Improve and develop mechanisms for improving information that can be presented in relation to the network (TED)

Worcestershire County Council is focused on delivering an Enhanced Partnership that will deliver value back to the residents of (and visitors to) Worcestershire. One of the key aspects of the partnership will be communication.

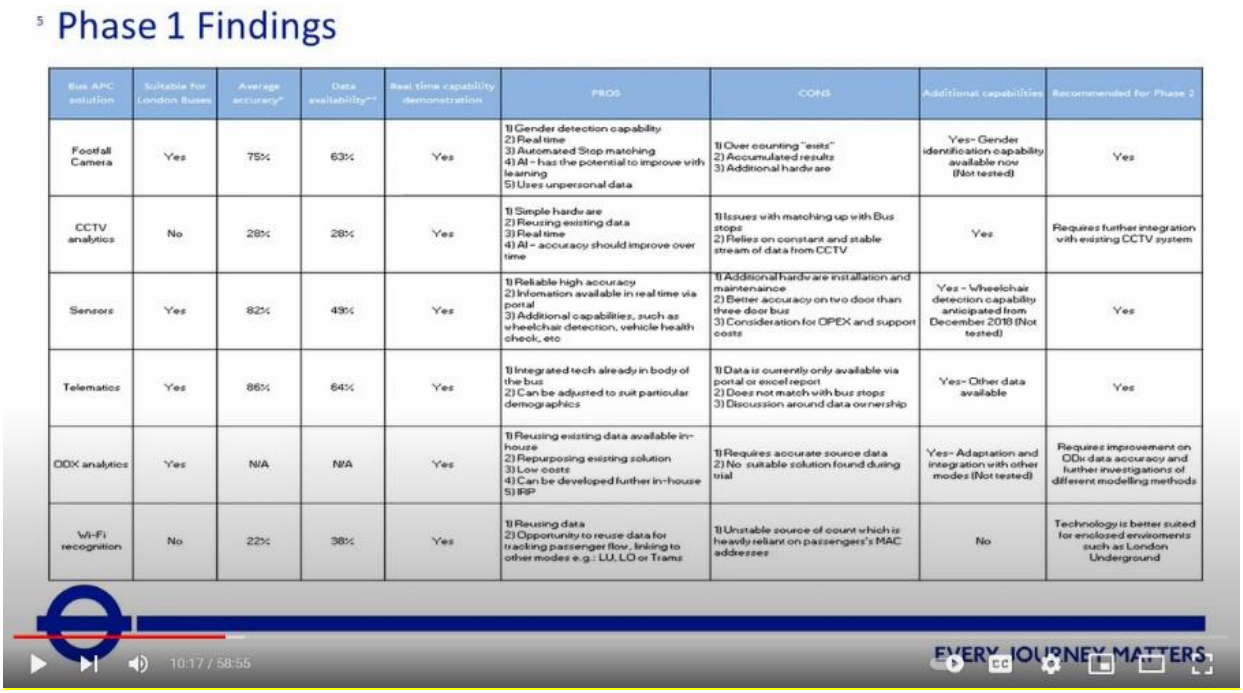
We are looking at ways to enhance the information available to waiting passengers and when on the buses. Utilising the SIRI extension currently provided through Ticketer Electronic Ticket Machines (that all our operators utilise), we will be displaying occupancy levels of upcoming departures at stop.

We do, however, recognise the limitations of the data gathered for these occupancy levels. They are reliant on the bus driver being able to accurately judge how many people are boarding and alighting the vehicle. Whilst this was demonstrably easier during the height of the Pandemic and bus services were sparsely used, as patronage increases, we are seeking ways to improve the quality of data collected using over-door sensors.

Worcestershire County Council will seek to install passenger counting technology on services within Worcestershire. This will deliver three key benefits:

1. It will enable Worcestershire County Council to communicate bus occupancy to persons waiting at bus stop, through our RTI display estate.
2. It will enable us to better monitor and report on changes in occupancy for the bus services and measure the improvements that we have made under the Bus Service Improvement Plan
3. Allow better methods of providing disruption and information related to highway works

It is essential for reporting to be accurate to ensure automated collation of this date.



5 Phase 1 Findings

Bus APC solution	Suitable for London Buses	Average accuracy*	Data availability**	Real time capability demonstration	PROS	CONS	Additional capabilities	Recommended for Phase 2
Footfall Camera	Yes	75%	63%	Yes	1) Gender detection capability 2) Real time 3) Automated Stop matching 4) AI - has the potential to improve with learning 5) Uses unpersonal data	1) Over counting "exits" 2) Accumulated results 3) Additional hardware	Yes- Gender identification capability available now (Not tested)	Yes
CCTV analytics	No	28%	28%	Yes	1) Simple hardware 2) Reusing existing data 3) Real time 4) AI - accuracy should improve over time	1) Issues with matching up with Bus stops 2) Relies on constant and stable stream of data from CCTV	Yes	Requires further integration with existing CCTV system
Sensors	Yes	82%	49%	Yes	1) Reliable high accuracy 2) Information available in real time via portal 3) Additional capabilities, such as wheelchair detection, vehicle health check, etc	1) Additional hardware installation and maintenance 2) Better accuracy on two door than three door bus 3) Consideration for OPEX and support costs	Yes - Wheelchair detection capability anticipated from December 2018 (Not tested)	Yes
Telematics	Yes	86%	64%	Yes	1) Integrated tech already in body of the bus 2) Can be adjusted to suit particular demographics	1) Data is currently only available via portal or excel report 2) Does not match with bus stops 3) Discussion around data ownership	Yes- Other data available	Yes
ODX analytics	Yes	N/A	N/A	Yes	1) Reusing existing data available in-house 2) Repurposing existing solution 3) Low costs 4) Can be developed further in-house 5) IRP	1) Requires accurate source data 2) No suitable solution found during trial	Yes- Adaptation and integration with other modes (Not tested)	Requires improvement on ODx data accuracy and further investigations of different modelling methods
Wi-Fi recognition	No	22%	38%	Yes	1) Reusing data 2) Opportunity to reuse data for tracking passenger flow, linking to other modes e.g.: LU, LO or Trams	1) Unstable source of count which is heavily reliant on passengers's MAC addresses	No	Technology is better suited for enclosed enviroments such as London Underground

Table of Transport for London (TfL) Findings

Worcestershire will install technology that would gather occupancy information in an automated and passive fashion, requiring no intervention from the bus operator/driver. Having engaged with the market (through reviewing available content, such as TfL study results and supplier investigations), we have determined that the most reliable method currently available is over door sensors, with technology having improved further since the TfL's findings seen on the image to the right.

Over door sensors will count passengers as they board and alight buses and will allow Worcestershire County Council to profile where network demand is currently at its greatest and where provision could perhaps withstand a reduced frequency.

Image of Automated Passenger Counting technology

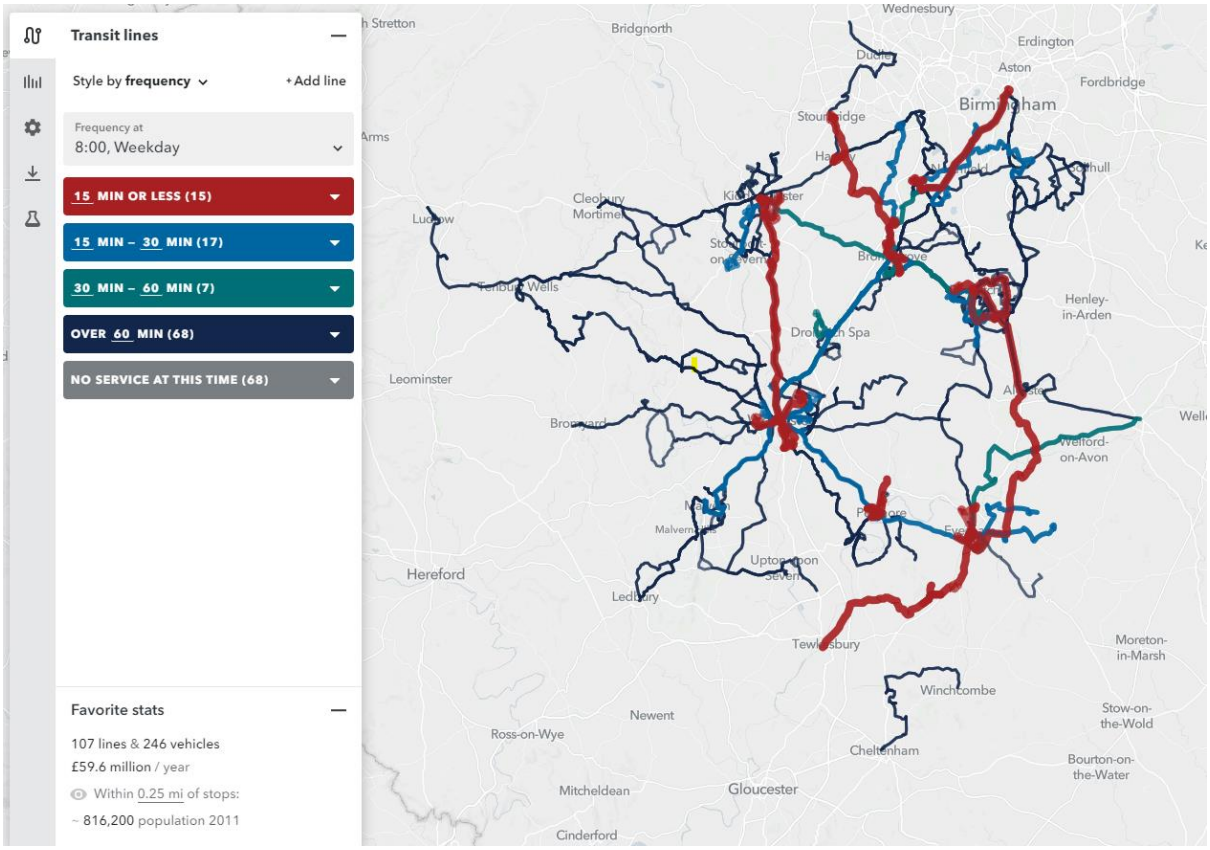
Through Android Displays and apps, a direct channel of communication can be opened between the operator and Worcestershire County Council.

As part of the installation, we are also able to install Displays into the driver's cab, allowing the bus driver to be aware of their current occupancy levels, benefitting the operator.

This display can then act as a channel of communication between the operators and the County. Drivers are likely to be the first to notice disruption or problems on the transport network and the presence of a low-cost, interactive display can provide the driver with apps to report key information, such as damage to a bus stop/infrastructure, or road damage (such as potholes) that could potentially cause disruption across a key transport corridor. This will allow the County to become more proactive and encourage use of public transport.

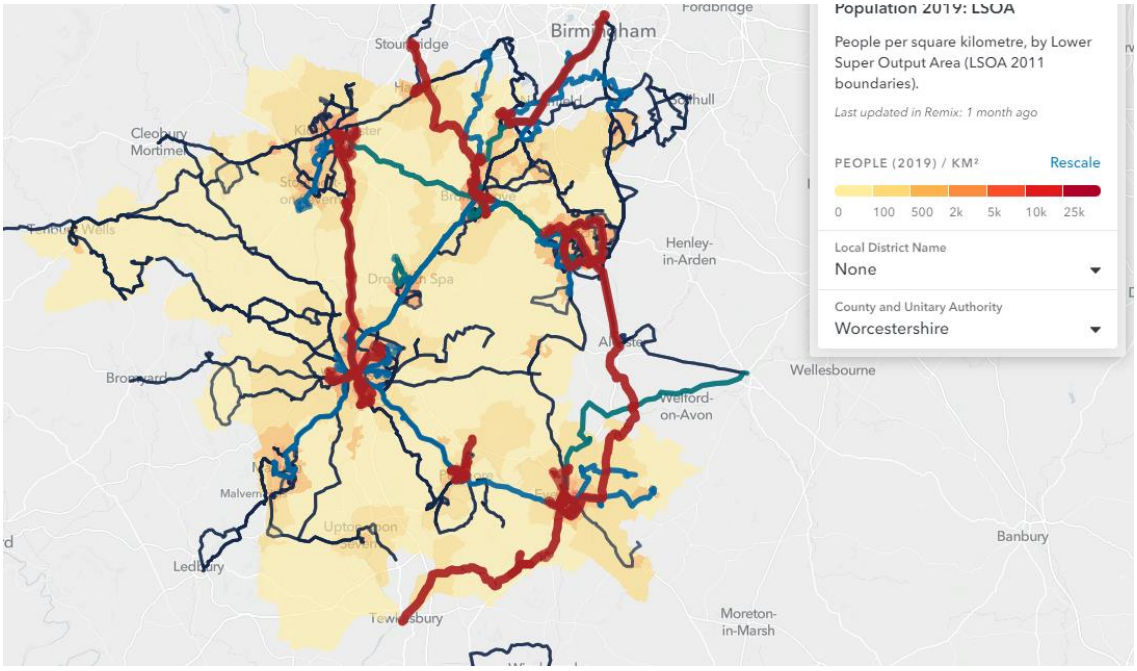
Worcestershire Network Analysis Tools

Worcestershire has currently been trialling software that enables us to take BODS (Bus Open Data Service) and rapidly import it to visualise and analyse data. While we found initial issues with the completeness of BODS data that has meant we have used more traditional mechanisms to analyse the network, we see this as being an innovative tool that allows Local Transport Authorities to review and change the network (including creation of Bus Priority Schemes).



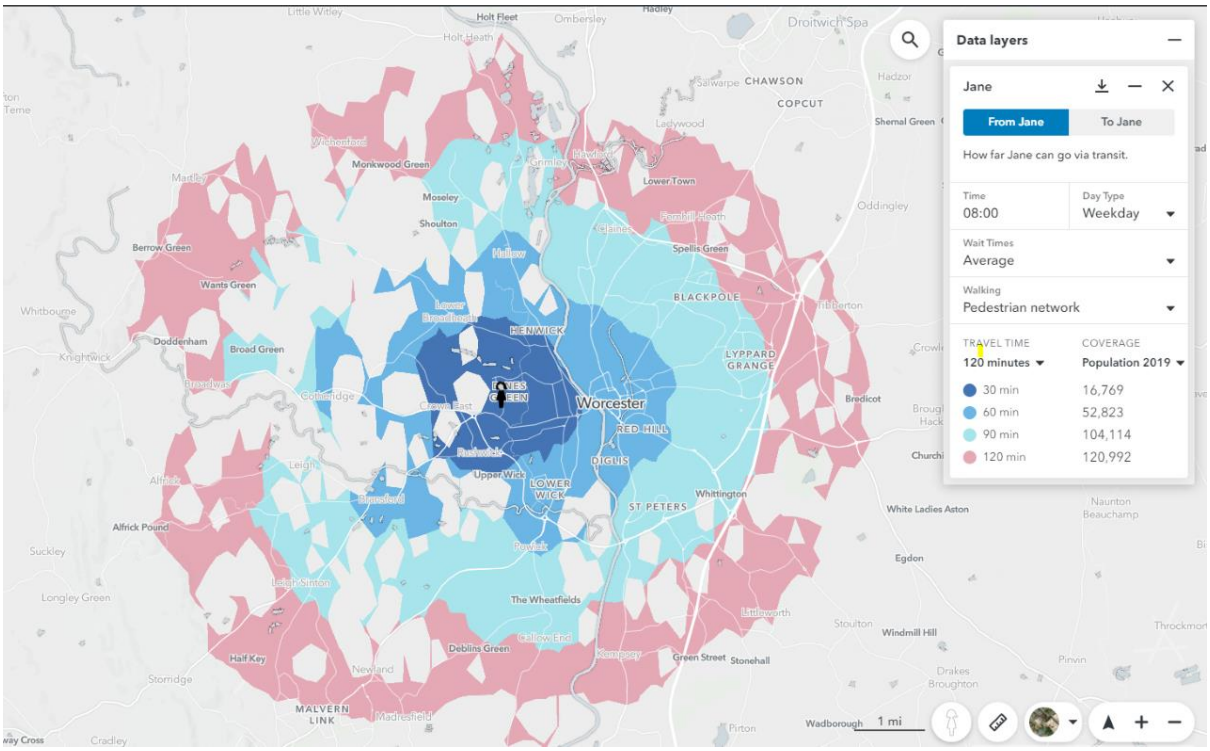
Worcestershire Network Frequency Example

This allows passengers to understand and maximise network travel options quickly.



Worcestershire current network frequency with population density data

As part of the Bus Service Improvement Plan, we will continue to develop and invest in software to meet the needs of the both the authority and residents.



Example of how far a local bus user can go on current Worcestershire network (120 minutes)

National Bus Strategy Objectives met by this deliverable.

- Intensive services and investment on key corridors, with routes that are easier to understand
- Modern buses and decarbonization
- The local bus network is presented as single system that works together, with clear passenger information

Worcestershire Passenger Strategy Deliverables met

- Quality of service
- Access to services
- Publicity and information
- Attractiveness and affordability

Bus Service Improvement Plan Targets

- TED1 – Increase number of Passenger Counters installed on vehicles ***(20 per year initial Target)***
- TED2 – Increase number of Pollution sensors deployed ***(15 sites per year initial Target)***
- TED3 – Increase number of corridor analytical cameras deployed ***(40 Sites per year initial Target)***
- Improve public perception of Worcestershire network (CS)

15. Fares and Ticketing (FT)

One of the key aspects of the Worcestershire Passenger Transport Strategy is to ensure that the costs of transport services are attractive. Technology will play a key role in improving these elements, with good use of ticketing options, concessionary fares, smartcard, and Real Time information technology.

While bus fares for commercial services and Community Transport fares are primarily a matter for the Operators of those services, the County is committed to working in partnership working with operators to keep fares as low as possible within commercial viability. We will also encourage operators to offer discounted fare products to help grow the overall passenger transport market and increase patronage.

We will also subsidise fares (where appropriate) to encourage patronage growth, modal shift and sustainable commerciality.

Associated survey analysis

- Approximately 50% of all non-bus users stated that lower fares would influence them to use public transport (Passenger Transport Survey 2019)
- 9% of respondents stated that fares and ticketing should be improved. (Transport Focus 2019)
- 47% of respondents were satisfied with fares (NHT 2020)

The delivery objectives for Fares and Ticketing in this iteration of the Bus Service Improvement Plan are to:

- **Review current Worcestershire Fare structures and consider simpler and lower fare structures (FTF).**
- **Review current multi-operator tickets and evaluate smart and innovative ticketing products to meet evolving passenger requirements (FTM).**
- **Develop mechanisms for capping using tap on/ tap off technologies (FTO)**
- **Review current school ticketing offers (FTV)**

15.1 Summary of Fares and Ticketing Bus Service Improvement Plan Targets

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	BSIP Target Description
Fares and Ticketing	FT	Review current Worcestershire Fare structures and consider simpler and lower fare structures	FTF	FTF1	Deliver a feasibility study to analyse fare structures within the County
				FTF2	Reduce average fare prices across the network
				CS	Improve public perception of Infrastructure and overall bus Travel
		Review current multi-operator tickets and evaluate smart and Innovative ticketing products to meet evolving passenger requirements	FTM	FTM1	Deliver a feasibility study to analyse current multi-operator ticketing within the Countydeliver a feasibility study to analyse current multi-operator ticketing within the County
				FTF2	Increase the use of Connecta within Worcestershire
				CS	Improve public perception of Infrastructure and overall bus Travel
				FTO	Develop mechanisms for capping using tap on/ tap off technologies
		Develop mechanisms for capping using tap on/ tap off technologies	FTO	FTO1	FTO1 – Introduction of Tap On/ Tap Off Technology in Worcestershire
				FTO2	FTO2 – Number of times Tap On/ Tap off used by service
				CS	Increase in public perception of Fares and Ticketing (CS)
		Review current school ticketing offers	FTV	FTV1	Increase number of Students using local bus services (Service/ Corridor)
				CS	Improve public perception of cost of travel
				PG	Increase patronage on Worcestershire network

15.2 Review current Worcestershire Fare structures and consider simpler and lower fare structures (FTF).

A pivotal element is to ensure travel is as simple as possible for all users and non-users. During the first phase of the Bus Service Improvement Plan, we will review with operators the current fares structures with the objective of making these simpler and cheaper, when comparing to alternative forms of transport. We will consider zonal fares structures and will look to reduce fares on strategic routes.

National Bus Strategy Objectives met by this deliverable.

Fares must be lower and simpler

There must be seamless, integrated local ticketing between operators, and this should be across all types of transport

Worcestershire Passenger Strategy Deliverables met

Network Commercialisation

Quality of Service

Attractiveness and Affordability

Access to Services

Bus Service Improvement Plan Targets

- FTF1 deliver a feasibility study to enable a review of fare structures within the County
- FTF2 Reduce average fare prices across the network
- Improve public perception of Infrastructure and overall bus travel (CS)

15.3 Review current multi-operator tickets and evaluate smart and Innovative ticketing products to meet evolving passenger requirements (FTM)

Multi-operator tickets are those that can be used on buses provided by more than one operator. Worcestershire's Connecta ticket is a multi-operator ticketing scheme covering the County.

The scheme offers one ticket, at one price, for unlimited travel in defined areas, regardless of the operator of those services; the ticket is currently in paper form. A review of the Connecta scheme will be undertaken to identify changes to enhance the scheme to reach its full potential.

We recognise the benefits of intelligent and innovative ticketing and payment solutions, such as smart ticketing and contactless payments, and support wider introduction of these into the County. We will progress towards the introduction of a managed service to provide a uniform countywide provision.

All services subsidised by the Council will support any countywide ticketing schemes and methods of payment. Fares structures on subsidised services will be set in line with commercial services in operation. On supported

local bus contracts, children's fares will be available at all times (children are defined by age as being 5 to 15 inclusive).

National Bus Service Objectives met by this deliverable.

Worcestershire Passenger Strategy Deliverables met

Measures of Success

- FTM1 deliver a feasibility study to analyse current multi-operator ticketing within the County
- FTF2 increase the use of Connecta within Worcestershire
- Improve public perception of Infrastructure and overall bus travel (CS)

15.4 Develop mechanisms for capping using tap on/ tap off technologies (FTO)

Working with operators and initially focusing on key corridors before rolling out throughout the County, Worcestershire will introduce 'tap on' and 'tap off' payments which will include daily fare capping. Passengers will not need to decide in advance the type of ticket they wish to purchase.

National Bus Strategy Objectives met by this deliverable.

Worcestershire Passenger Strategy Deliverables met

Bus Service Improvement Plan Targets

- FTO1 – Introduction of Tap On/ Tap Off Technology in Worcestershire
- FTO2 – Number of times Tap On/ Tap off used by service
- Increase in public perception of Fares and Ticketing (CS)

15.5 Review current school ticketing offers (FTV)

Worcestershire's Severncard is a multi-operator student bus pass, valid 24/7 on any bus service in Worcestershire included within the scheme. It is available for students aged under 19, or mature students of sponsor colleges. Passes are available on an annual/term/half term basis. A contribution is required for all students who are not eligible for home-to-school transport, subject to current legislation.

Severncard is currently employed in a variety of formats to reimburse operators for transporting students throughout the County. Formats include purchased cards for non- entitled students, providing transport at a reduced rate and fully funded options that provide free transport within pre-defined parameters.

Worcestershire County Council contracts to pay a fixed monthly amount in return for a guaranteed number of places on commercial bus services operated by the respective bus company. If the council requires places over and above the stated number, there is provision to purchase additional places.

A review is required of the Severncard Scheme to understand if this is the most viable way of offering transport for students. As the scheme provides revenue to operators, making changes to the scheme will inevitably impact on the viability of operating services commercially, be it positively or negatively but as this Plan will look to radically change Worcestershire's network, this is an opportunity to review student travel within the County.

National Bus Strategy Objectives met by this deliverable.

Worcestershire Passenger Strategy Deliverables met

Bus Service Improvement Plan Targets

- FTV1 – Increase number of Students using local bus services (Service/ Corridor)
- Improve public perception of cost of travel (CS)
- Increase patronage on Worcestershire's network (PG)

16. Reporting

16.1 Introduction

As required by the National Bus Strategy, the Bus Service Improvement Plan will be reviewed annually, and progress measured against targets. These will be published every six months and will be made available on the Worcestershire County Council's website on the following page <insert web address>

A live barometer of key target measures will be introduced that will enable officers to be more reactive to current issues on the network. This will be critical in delivering targets and will significantly aid in the public perception of the delivery of the Bus Service Improvement Plan.

Worcestershire County Council has an agreed Performance Management Framework Model that is used as part of the Strategy to analyse where subsidies should be best placed within limited resources. This methodology will be adopted and enhanced it to provide "best" value monitoring on the proposed new network.

16.2 Bus Service Improvement Targets

Worcestershire County Council's Bus Services Improvement Plan contains ambitious targets that will facilitate the development of a network that reflects the dynamic growth within the County. These targets are shown in Appendix G. This also highlights how each of the deliverables will aid in improving the key headline targets.

16.3 Performance Management Framework Model

A Performance Management Framework Model has been developed to appraise the relative performance of subsidised services and help analyse funding priorities. The Performance Management Framework Model provides a basis for equitable comparisons to be made between services. This also provides the Council with a robust methodology to appraise each service and determine which provide the best value for money whilst endeavouring to deliver the service levels detailed below.

Worcestershire County Council will provide access to local services as defined within the Strategy and will consider supporting services using this model. Limited funding and competing demands for resources means that there must be a clear method of evaluating the benefits of supporting each service compared to other identified needs. There is also a requirement to evaluate the ongoing effectiveness of existing subsidised services to determine whether support should be continued.

All services will be scored on seven categories to assess the benefit and value of the services provided. These are:

- The actual cost per passenger carried;
- The average number of passengers on each journey (those with protected characteristics, e.g., the elderly);
- The deprivation index for the areas served by the service;
- The car ownership level of the areas served;
- The primary journey purpose;
- The availability of alternative services for the journeys being made;
- The number of concessionary journeys

In terms of primary journey purpose(s), services will be ranked as outlined below:

- Employment
- Education and Training
- Healthcare
- Shopping
- Social and Leisure Activities

The scores for each category will also be weighted to give greater importance to the cost per passenger category, followed by deprivation and availability of other services.
The weighted scores for each service will be added together to produce the overall Key Performance Indicator. This figure can then be used to rank services objectively to determine the most appropriate provision, including alternative delivery models.

Those subsidised passenger transport services with the worst performance index will, by definition, be the least well used, least needed and most expensive per passenger to provide, and thus most likely to be delivered by an alternative model.

17. Overview Table

17.1 Introduction

This section summarises the key outputs of the Bus Service Improvement Plan and how it meets requirements set out in the National Bus Strategy. This provides an overview of the commitments within the Bus Service Improvement Plan that Local Transport Authorities and operators will work towards to improve local bus services.

Name of authority or authorities:	Worcestershire County Council
Franchising or Enhanced Partnership (or both):	Enhanced Partnership
Date of Publication:	October 2021
Date of next annual update:	October 2022
URL of published report:	www.worcestershire.gov.uk/Bus Service Improvement Plan

Targets	2019/2020	2020/21	Target for 2024/25	Description of how each will be measured (max 50 words)
Journey Time				We will monitor journey time performance of our new network, including the strategic network, less frequent feeder or subsidiary services and Demand Responsive Transport. This exercise will be undertaken six monthly and reports produced.
JT1 - Improve journey times on Strategic, Subsidiary and DRT services.	N/A	N/A	Average Journey time improved across the network	
JT2 - Improve journey times when compared to Car Travel.	N/A	N/A	Journey time on Strategic corridors is equal or above travelling by car	
JT3 - Introduce a live "barometer" of Journey times to monitor network performance.	N/A	N/A	Barometer to be in operation and available to all users	
JT4- Monitor public perception of Local Bus provision when compared to current methods of travel	86% Transport Focus	N/A	To be above the average Satisfaction score for all authorities	Continue to be utilised current survey methods as well as consider new ways of monitoring public perception
Reliability				

RT1 - % of services on time on Strategic Corridors Timing Points RT2 - % of services on time on Subsidiary Route Timing Points RT3 - DRT – consider which measures we could use. RT 4 - Monitor public perception of reliability of services	Not collated Not collated N/A 72% Transport Focus (punctuality) 45% NH2 (buses arrive on time)	76% (bus punctuality survey) - not split by Strategic corridors or subsidiary currently N/A	Increase services to on time to 90% on Strategic Corridors Increase services on subsidiary routes to 85% Mechanisms for measuring reliability in place To be above the average Satisfaction score for all authorities	Targets for reliability will be based on real time information data that we can already capture and compares live data with the scheduled service. The new public transport network will require Worcestershire County Council and transport operators to work collaboratively. We will look at new and innovative methods of measuring reliability for DRT services
Passenger Numbers PG1 - Build patronage levels to pre-covid levels by the end of 2022-23 PG2 - Increase patronage by 10% on 2018-19 baseline figures by 2023-2024 PG3 - Increase patronage by 25% on 2018-19 baseline figures by 2030	N/A	N/A	9.3 million (22/23) 10.23 million (23-24) 11.63 million (2030)	Patronage figures from Operators (split by type of routes (strategic/ subsidiary/ DRT)
Average passenger satisfaction CS1 - Overall customer satisfaction levels to be above the average of all authorities by 2023-2024	86% Transport Focus (overall satisfaction)	48% NHT (overall Satisfaction with Local Bus Network)	To be above the average Satisfaction score for all authorities when using Transport Focus and NHT surveys	Data provided in the Transport Focus and NHT surveys will supply evidence for Satisfaction scores. This will be complemented by several innovative mechanism for delivering satisfaction

CS2 - Live monitoring of satisfaction across all strategic services by 2022-2023 CS3 - Creation of a passenger charter by the end of 2022	N/A	N/A	Barometer introduced to monitor live satisfaction (22/23) Passenger Charter Created (2022/23)	

Make improvements to bus services and planning

More frequent and reliable services

Delivery – Does your Bus Service Improvement Plan detail policies to:	Yes/No	Explanation (max 50 words)
Review service frequency	Yes	Critical to the success of Worcestershire Bus Service Improvement Plan is the increase in service frequency. Worcestershire's current frequency is limited compared to other authorities. We will look to significantly increase frequency to a minimum of every 15 mins on strategic routes as well as improve weekend and evening frequencies ***Sections NPF/ NPS***
Increase bus priority measures	Yes	Initial focus on traffic light priority on Strategic Corridors. In parallel priority for buses in identified congestion hot spots as well as more understanding how impact of Roadworks can be mitigated. All elements not necessary if modal shift can be achieved via significant enhancements to service frequency and levels ***Sections NBC/ NPD/ NPE/ NPR***
Increase demand responsive transport	Yes	Following the success of the Worcestershire On Demand pilot, Worcestershire has identified that there is place

		for DRT both in Rural Areas and Urban. Our Bus Service Improvement Plan supports the expansion of DRT in the County in both Rural and Urban areas using modern methods of delivery as highlighted within the Bus Service Improvement Plan ***Sections APA/ API/ MIT***
Consideration of bus rapid transport networks	No	In this iteration we have not considered Bus Rapid Networks, but we will explore this during the extensive changes to the network including how frequency and bus priority will work to improve journey times and reliability. Redditch already has a "busway" and we will consider how this can be marketed as a rapid network.

Improvements to planning / integration with other modes

Integrate services with other transport modes	Yes	Modal Integration as part of service design forms a key aspect of the Bus Service Improvement Plan with consideration taking place on how strategic corridors integrate with Active Travel ones. We are proposing to introduce several mobility hubs as well as refreshing branding to aid integration of modes. ***Section NATIONAL BUS STRATEGY/ MIT /MIC***
Simplify services	Yes	Using branding and network re-design, services will be simplified so they are easier to understand by users and non-users. This will be supported

		by an overhaul of infrastructure that will allow for more opportunities to provide clearer information on services for the area. ***Section NPF/ NPS/ TIB/ TID/TIS/ TIC/ BIC/ MIT/ TER/ FTF***
Review socially necessary services	Yes	Service enhancement reviews will identify where there is no current transport provision and where there are expansion opportunities. We will expand the use of DRT to allow for more socially necessary journeys to be made as well as substantially enhancing the overall network. ***Section NPS/ APA***
Invest in Superbus networks	No	Where we will lower fares, improve frequency, reliability and journey time through prioritisation methods on strategic routes, this may be considered as a "superbus network". This will be analysed further during the first year of the Bus Service Improvement Plan.

Improvements to fares and ticketing

Lower fares	Yes	Worcestershire will reduce maximum fares on strategic routes as part of the Bus Service Improvement Plan to understand the impact on network growth and to drive patronage growth ***Section FTF***

Simplify fares	Yes	We will simplify fare structures within the Bus Service Improvement Plan as well as increase our tap on/ tap off charging mechanisms. We will also review and simplify multi-operating ticketing Sections ***FTF/ FTM/ FTO/ FTV***
Integrate ticketing between operators and transport	Yes	We will review current multi-operator tickets as well as student tickets as part of the Bus Service Improvement Plan and consider how these can be integrated with other methods of Travel. Sections ***FTM/ FTV***

Make Improvements to bus passenger experience

Higher spec buses

Invest in improved bus specifications	Yes	We are committed to delivering next generation on-bus technology for accessibility as well improving integration with our digital estate. We also want to ensure vehicles are of a better standard including targets for ultra-low and zero emission vehicles. ***Sections TIE/ ZEB/ TEA***
Invest in accessible and inclusive bus services	Yes	Proposals include next stop announcement technologies as well as a variety of alternative transport provisions accessible and inclusive for all. ***Sections APA/ TEA***
Protect personal safety of bus passengers	Yes	The proposals include lighting and CCTV at all County maintained shelters. We will implement measures to improve the safety of

		passengers. We will require vehicles to have CCTV in operation. ***Section TIE***
Improve buses for tourists	Yes	Proposals include recognised branding of buses and our digital estate ***Sections TIB/ TID***
Invest in decarbonisation	Yes	Worcestershire has currently progressed to ZEBRA phase 2 and is committed to delivering zero emission buses. We are also at the forefront of the provision of net zero shelter solutions and will deliver more of these within the Bus Service Improvement Plan ***Sections TEZ/ ZEB***

Improvements to passenger engagement

Passenger charter	Yes	Worcestershire is committed to delivering an effective and innovative Bus Passenger Charter during the first year of its Bus Service Improvement Plan ***Section TIP***
Strengthen network identity	Yes	To strengthen the network identity, Worcestershire will enhance its bus infrastructure, improve branding and will be at the forefront of new technology. **Sections TIB/ TID/ TIS/ BIC/ BIM/ BIL/ MIT/ TER/ TEA/ TED**
Improve bus information	Yes	Worcestershire will improve bus information using both traditional and new innovative

		methods. This will improve customer satisfaction. **Sections TIB/ TID/ TIS/ TTIC/ TIE/TER/ TEA/ TED**

Glossary of Terms

Active Travel Corridor – A defined route for enhancements related to providing safe and viable journeys via sustainable means

Alternative Service Provision – New and innovative ways of providing public transport such as Demand Responsive Services

AONBs – Area of Outstanding Natural Beauty

ANPR – Automated Number Plate Recognition

Audio visual – Using both sight out sound, typically in the form of images and recorded speech

BOD – Bromsgrove On Demand service

BODS – Bus Open Data Service

Build Back Better - The UK Government's plans to support economic growth through significant investment in infrastructure, skills and innovation

Bus priority - various techniques used to improve service and reduce delay for buses at intersections or junctions.

BSIP – Bus Service Improvement Plan

Cabinet - The Cabinet is responsible for most day-to-day Council decisions. The Leader of the Council appoints councillors to the Cabinet and the Cabinet Members have specific areas of responsibility.

Choose How You Move - Sustainable Travel Demonstration Town Programme

Capacity - the maximum amount that roads can contain

Commercial - operated without financial assistance of any kind. Services of this kind are entirely dependent on its passengers to provide sufficient funds in the form of fares for it to sustain a profit.

Commissioning - The continual process of planning, agreeing and monitoring services

Community Transport – provides flexible and accessible community-led solutions in response to unmet local transport needs, and often represents the only means of transport for many vulnerable and isolated people e.g. community minibuses and voluntary car schemes

Competitive tender - a common method of procuring (buying in) a service. Operators submit a price and proposal (tender) to deliver a particular service; those with the highest score win the contract.

Concessionary travel – Free bus travel for elderly and disabled people on local bus services in England.

Congested - so crowded with traffic or people as to hinder or prevent freedom of movement.

Connecta Scheme – Worcestershire Multi Operator Ticketing Scheme

Content Management System (CMS) – Computer software used to manage the creation and modification of digital content

Conventional Bus Service – a bus service which operates on a fixed-route and with a fixed-schedule and stopping points

Cross-boundary – A bus service that crosses between two or more Counties

DDA Compliant – Services to be compliant with the Disability Discrimination Act (DDA) 1995

Digital Estate - reference to a collection of tangible owned assets, e.g, Real time information displays, smart shelters

E-Ink – A type of electronic display for text that is intended to imitate the appearance of printed ink

Enhanced Partnership - an agreement between a Local Transport Authority (LTA) and local bus operators to work together to improve local bus services

Euro 6 compliant - A set of limits for harmful exhaust emissions produced by virtually any vehicle powered by petrol or diesel engines

Every Child Matters – National Policy to ensure that all children get the support they need to: be healthy stay safe enjoy and achieve make a positive contribution achieve economic well-being

Franchising arrangement - Where the authority specifies the bus services to be provided, determining the routes, timetables and fares. Services are then operated under contract by private companies through a competitive tendering process

Frequency - time between two arrivals (or departures) of buses or trains

GIS/ArcGIS – Graphical Information System; a system that creates, manages, analyses, and maps all types of data

Indices of Multiple Deprivation - widely-used datasets within the UK to classify the relative deprivation of small areas.

Infrastructure - fixed installations e.g. bus shelters, poles, information screens

Integration – combining of different modes of transport to maximise ease and efficiency for the user in terms of time, cost, comfort, safety, accessibility and convenience

Intelligent traffic signal priority - Priority can be given to public transport vehicles at traffic signals.

Interchange – a place where services meet, often where passengers change from one service to another

Inter-Urban – routes that service two or more urban conurbations

Journey time – The time taken to make a journey

Key Performance Indicator – A quantifiable measure used to evaluate the success of a bus service

Local Particulate Level - the sum of all solid and liquid particles suspended in air

Local Transport Plan 4 - Worcestershire County Council's plan to support economic investment and growth, by delivering transport infrastructure and services

LSOA – Census Lower Super Output Areas. A geographic hierarchy designed to improve the reporting of small area statistics in England and Wales.

Modal shift – replacing a saturated means of transport with another to make the first less congested, normally from the car to another mode.

Mode – the means by which a person travels, e.g. bus, train, cycle, walk

MPV – Multi-purpose vehicle

Multi-modal transport – Using a variety of transport options to reach a destination, e.g. bus, train, cycle, walk

Multi Operator Ticketing – Ticketing options that can be used across services provided by different operators, e.g. Connecta Scheme

Modal integration – Improving connections between different forms of transport, e.g bus, train, cycle, walk

National Bus Strategy – The UK Government's Strategy to set out how National and Local Government and the private sector will collaborate to meet the needs of local communities, to enhance the use of public transport

National Highways & Transport (NHT) - a service improvement organisation providing a range of benchmarking services for the Highways & Transport sector

Network – The total number of routes in a defined area

Network Identity – Harmonisation of bus, information and infrastructure.

Operating costs – the costs incurred by a transport operator in running a service, e.g., fuel, drivers' wages, maintenance

Open for Business - Worcestershire County Council is 'Open for Business' helping companies across the region to access and take advantage of the wide range of fully funded business assistance programmes available

Passenger Charter – Sets out what passengers can expect from bus operators delivering local bus services across their area, giving bus users rights to certain standards of service, including punctuality, cleanliness and information.

Passenger transport – any form of transport which carries members of the public (as opposed to private transport)

Patronage – the number of people using the service

Performance Management Framework Model – Agreed methodology for accessing contracted bus service performance

Population density – the number of people living within a defined area

Procurement – The act of buying goods or services

Punctuality – the ability of a bus service to be on time

QR code – A "Quick Response" barcode. A machine-readable label containing information about the item to which it is attached

Quality partnership – agreements between the Council and local bus operators to improve the quality of services and facilities within the scheme area

Real time information – information which provides the actual time of the service as opposed to the scheduled time

Reliability – the ability for a service to operate consistently and to the times that are scheduled.

RTIG – Real Time Information Group, an organisation in the UK supporting the development of bus passenger information systems

Rural – relating to villages and the countryside

Sedum - a layer of vegetation (living plants) deliberately put on top of a conventional roof surface and bringing a whole host of benefits to the environment

Severncard – Worcestershire County Councils Student multi operator ticketing scheme.

SIRI – A European standard to define a standard interface for real time information

Stakeholder - Residents, partners, businesses and community who may be potentially affected by decisions made relating to the Passenger Transport Strategy

Statutory – required by an act of statute (a formal written enactment of a legislative authority that governs a city, state, or country)

Strategic Corridors - represents an area where evidence suggests investment in transport infrastructure will enable transformational economic growth.

Strategic grant – a sum of money given to an organisation to deliver a service with specific objectives.

Strategic Transport Evidence Base – Provides evidence base using statistical and mapping data to inform decisions.

Socio-demographic – The characteristics of a population

Subsidised services – services which require financial support to enable coverage of operations, normally where the fares obtained on the services are not enough to cover the costs.

Superbus - Packages of schemes that work together to increase bus patronage in a defined area.

Sustainable - able to be maintained at a certain rate or level

Transport Focus - independent watchdog for transport users.

Trip Attractors – Geographical locations likely to generate passenger journeys.

UTC – Urban Traffic Control

Urban – relating to towns and cities

Wayfinding – The process of determining and following a path or route between an origin and a destination

WOD – Worcestershire on Demand

Worcestershire's Local Enterprise Partnership - partnership with business, local government, the third sector and higher and further education to aid economic growth.

ZEB – Zero Emission Buses

ZEBRA – Zero Emissions Bus Regional Area, a competitive tendering scheme by the Department for Transport for authorities to deliver Zero Emission Buses and Infrastructure.

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Appendix A: Fares Table

Services/Operator	District served	Ticket type	Price
Severn Card	Zone 1	Annual Pass	£280.00
		Termly Pass	£100.00
		Half Termly Pass	£55.00
		Direct Debit	£33.00
Severn Card	Zone 2	Annual Pass	£447.00
		Termly Pass	£159.00
		Half Termly Pass	£85.00
		Direct Debit	£53.00
Severn Card	Zone 3 - County Wide	Annual Pass	£547.00
		Termly Pass	£192.00
		Half Termly Pass	£101.00
		Direct Debit	£64.00
Arriva 297	West Midlands	Adult Evening Single WM	£1.00
		Adult Day WM	£6.30
		Adult Duo Day WM	£12.50
		Adult 3 Day Flexi WM	£17.50
		Adult Week WM	£25.00
		Adult 4 week WM	£83.00
		Child Evening Single	£1.00
		Child Day WM	£4.10
		Child Week WM	£18.00
		Child 4 Week WM	£72.00
		Family Day WM	£13.00

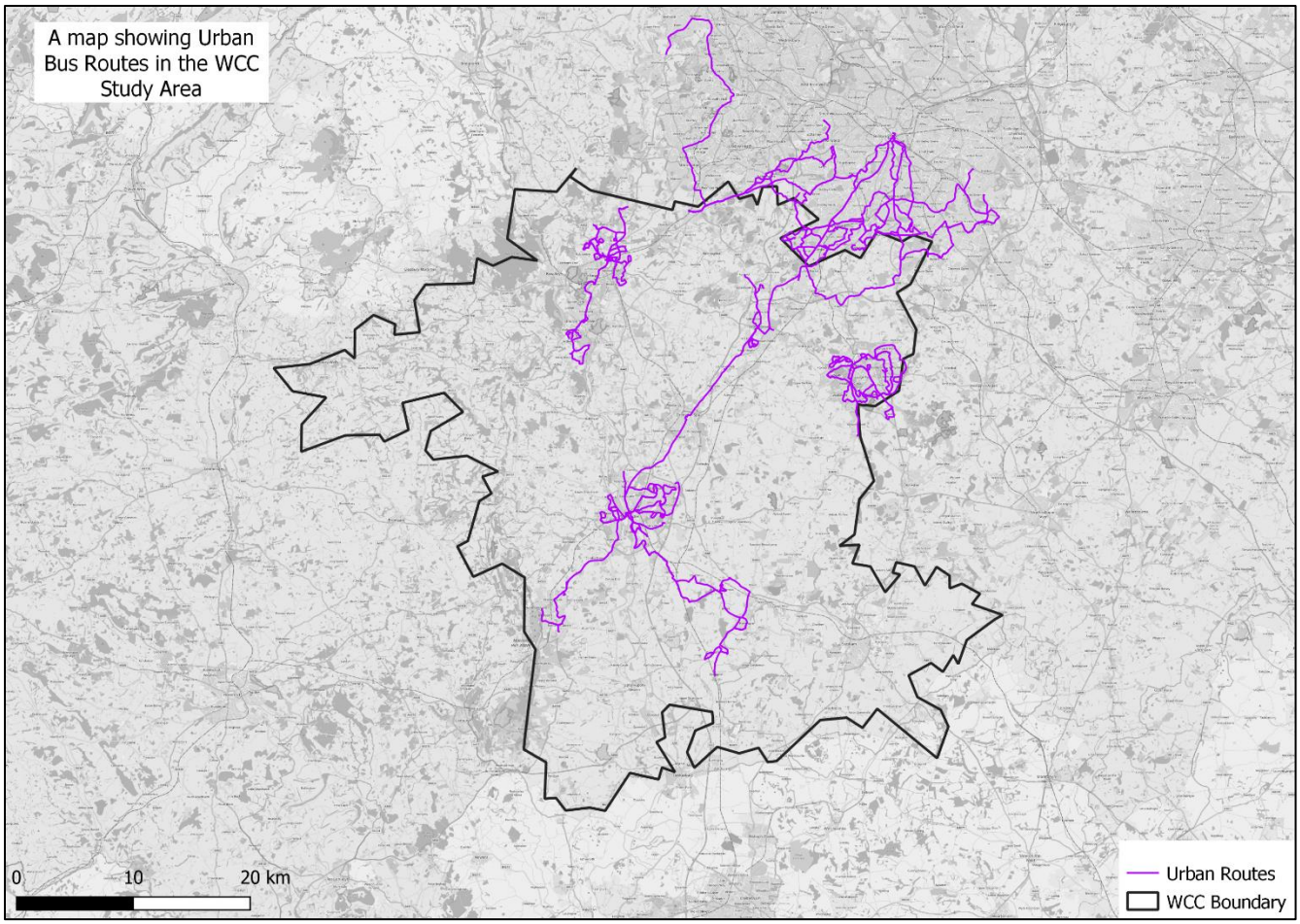
Services/Operator	District served	Ticket type	Price
Aston Coaches 26, 27, S27	Worcester	Adult Single Under 19 single Adult Day Under 19 Day Adult Week Under 19 Week	£1.80 £1.00 £2.80 £1.50 £12.00 £6.00
Aston Coaches 308, 310	Worcester	Under 5s Adult Single Under 19 Adult Day Adult Week Under 19 Week	£0.00 £2.20 £1.50 £3.20 £15.00 £12.00
Aston Coaches 54	Worcester	Adult Single Young Person Single	£1.70-£4.40 £1.30-£3.30
Aston Coaches 332	Worcester	Adult Single Young Person Single	£1.70-£3.20 £1.30-£2.30
Aston Coaches 294, 296	Kidderminster Worcester	Adult Single Child Single Adult Return Child Return Adult Week Child Week	£1.40-£4.20 £0.90-£3.30 £2.50-£6.20 £1.70-£4.10 £12.00-£24.00 £7.00-£24.00

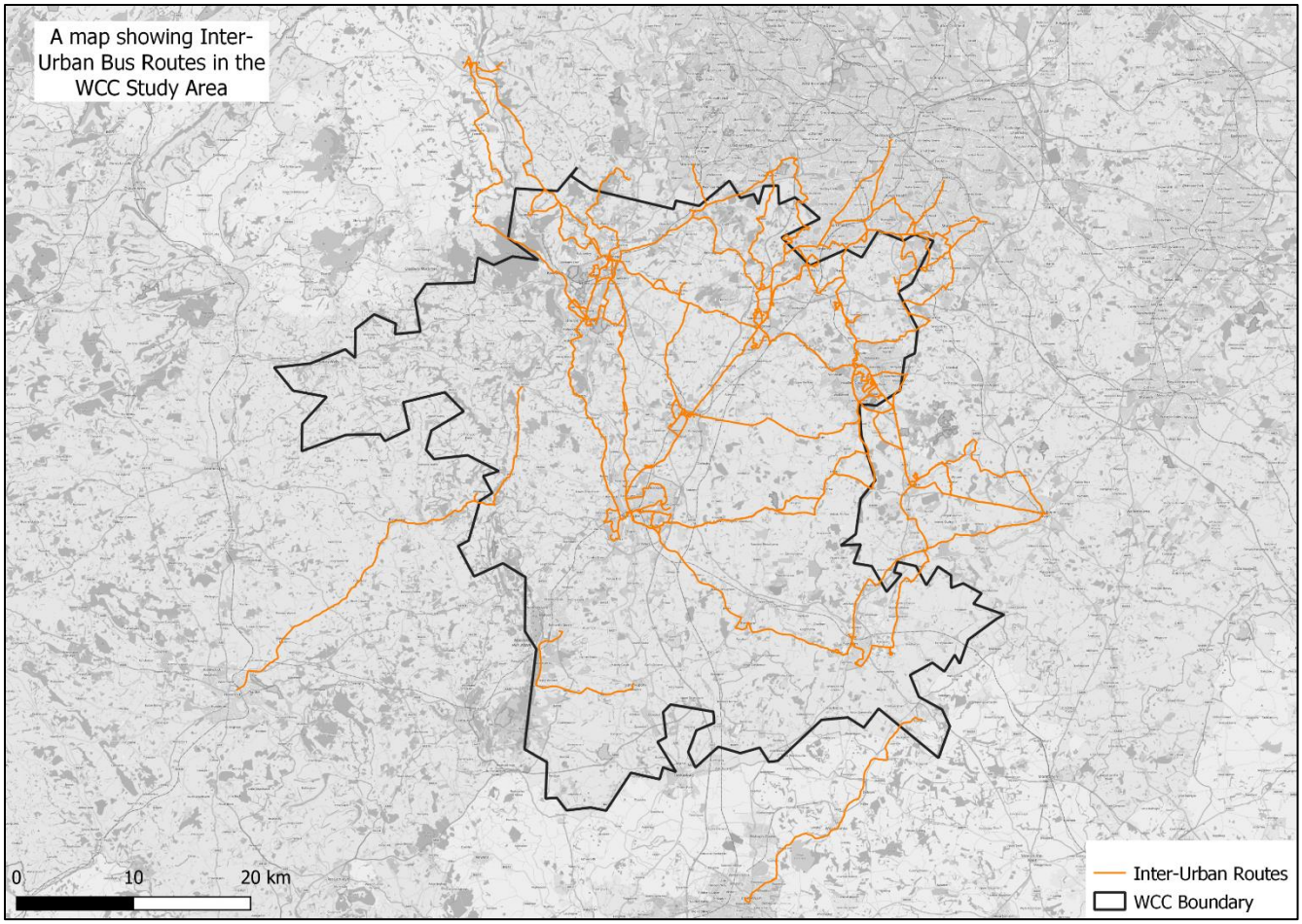
Services/Operator	District served	Ticket type	Price
Diamond Buses 52, 11, 42, 43, 47, 48, 51, 53, 55C, 57, 58, 62, 65, 67, 70, 70S, S77, 11, 12	Redditch	Concession TwirlyBird Adult Redditch Single Child Redditch Single Adult Redditch Day Child Redditch Day Family Redditch Day Adult Redditch Week Child Redditch Week Adult Redditch Month Child Redditch Month	£1.20 £1.80 £1.50 £3.00 £2.65 £8.50 £13.65 £12.60 £39.90 £31.00
Diamond 42, 43, 145, 145A	Bromsgrove	Adult Bromsgrove Day Adult Bromsgrove Month Adult Bromsgrove Week Child Bromsgrove Day Child Bromsgrove Month Child Bromsgrove Week Family Bromsgrove Day	£4.00 £39.90 £15.75 £2.65 £31.50 £12.10 £8.95
Diamond 42, 43, 145, 145A, 182, 183, 202, 202S, 247, 303, 52	County Wide – Diamond Network	Adult Network Day Adult Network Month Adult Network Week Adult Network Year Child Network Day Child Network Week Chid Network Year	£7.40 £83.00 £24.80 £755 £5.00 £21.00 £680

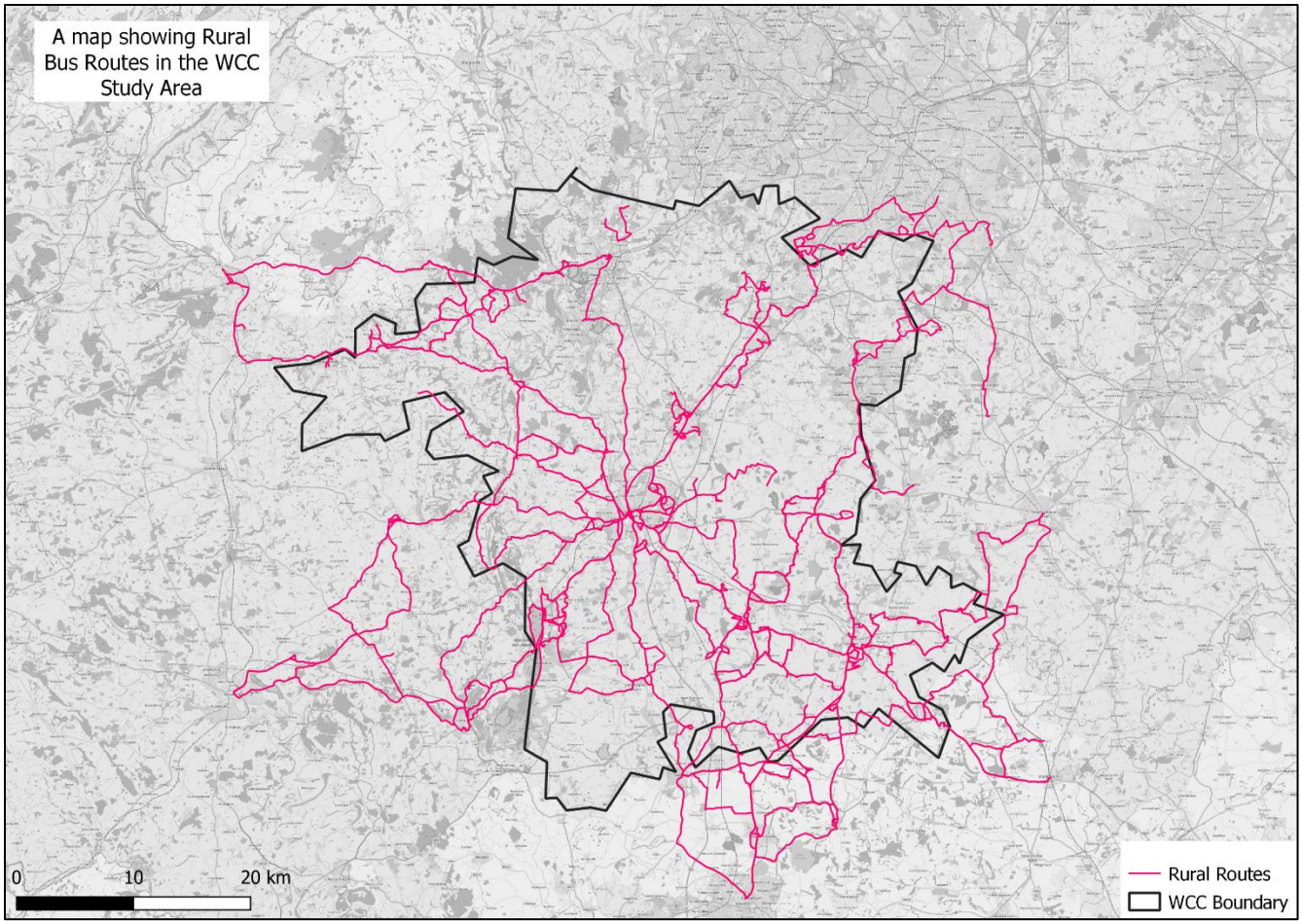
Services/Operator	District served	Ticket type	Price
		Child Network Month Family Network Day	£70 £14.50
Diamond 10, 9A, 7, 4A, 3	Kidderminster	Adult Kidderminster Day Child Kidderminster Day Family Kidderminster Day Adult Kidderminster Week Adult Kidderminster Month Child Kidderminster Month Child Kidderminster Week	£4.00 £2.65 £8.95 £15.75 £39.90 £31.50 £12.10
First Buses 30, 31, 32, 34, 35, 36, 37, 38, X38, 43, 44, 45, X50, 51, 52, 53, 54, 332, 333, 363, 417	Worcester	City Adult Day City Young Person Day City Group City Weekender	£4.70 £3.20 £10.00 £8.00
First Buses 30, 31, 32, 34, 35, 36, 37, 38, X38, 43, 44, 45, X50, 51, 52, 53, 54, 332, 333, 363, 417	County Wide	County Adult County Young Person County Group Network Adult Young Person Group	£6.50 £4.50 £15.00 £7.50 £5.00 £17.00
Johnsons Coaches	Redditch	Redd Adult Single Redd Adult Return Redd Child Single Redd Child Return	£1.50 £2.00 £0.90 £1.30

Services/Operator	District served	Ticket type	Price
Johnson Coaches	Worcester	Worcs Adult Single	£1.50-£3.70
		Worcs Adult Return	£1.70-£5.80
		Worcs Adult Week	£9.50-£23.00
		Worcs Child Return	£1.30-£3.20
		Worcs Child Week	£4.80-£11.00
		City Connecta Daily	£5.20
		City Connecta Week	£16.80
	County Wide	County Connecta Day	£8.00
		County Connecta Week	£26.00
National Express West Midlands 2, 35, 49, 49S, 50, 61, 63, 801, 802, 863, X20, X22	West Midlands	Adult Single	£2.40
		Day Saver	£4.00
		Under 18 single	£1.20
		Under 18 Day Saver	£2.00
Pulhams Coaches 608, 656	County Wide	Smart Card	10% discount off normal fare price
		Explorer Ticket Adult	£7.50
		Explorer Ticket Child	£5.00
Stagecoach Midlands X18, X19	West Midlands	Midlands Gold DayRider	£9.60
		7 Day MegaRider	£21.80
		Young Person 28 day MegaRider	£82.50
		Adult 28 Day MegaRider	£110.00
		StudyRider	£330.00
Wyre Forest Dial-a-Ride 12, 7A	Wyre Forest	Concessionary Ticket	£1.50
		Members	£0.00

Appendix B: Urban, Inter-Urban, and Rural Route Maps




A map showing Inter-Urban Bus Routes in the WCC Study Area
0
10
20 km
Inter-Urban Routes
WCC Boundary


A map showing Rural Bus Routes in the WCC Study Area
0
10
20 km
Rural Routes
WCC Boundary

Worcestershire Passenger Transport Strategy

Passenger Transport Survey Analysis

Introduction

The Worcestershire Passenger Transport Strategy has been developed to support Worcestershire's Local Transport Plan 4.

The Strategy sets out how Worcestershire County Council, working with its partners, aims to deliver passenger transport for all our residents. The Strategy will look at ways for residents and visitors to access services across Worcestershire. It recognises that passenger transport plays a key part in supporting this access.

The overarching objective of this Strategy is to ensure that residents and visitors have a level of access to services and facilities which will contribute to enjoy a good quality of life.

Worcestershire County Council consulted with residents and stakeholders on the draft Passenger Transport Strategy in order to fully understand the contribution that these services make to the local economy, and their value in terms of community, health and well-being.

The survey ran from 13th June 2019 to 13th September 2019 and in total received 2,505 responses. This report analysis is the results of the survey.

Throughout the report, the base number of total people responding is provided, and the number of people giving each individual response is provided in brackets in the axis label. This figure represents full responses received therefore may not be the total number of respondents.

Staff attended various locations and roadshows throughout the county during the 13 week consultation period

Demographics

This section contains analysis of the first set of questions in the survey which asked several questions about the demographics of the respondent. Further analysis is done for various splits across these demographics, including age group, gender, area of residence and whether they are responding on behalf of an organisation.

Respondents were asked whether they were giving their own views, responding on behalf of someone else (for example, a child that they cared for), or responding on behalf of an organisation.

2505 respondents answered this question. Almost 93% of respondents, representing 2,327 respondents, indicated that they were giving their own views. Just over 4% (representing 104 respondents) were responding on behalf of someone else, whilst 3% (74 respondents) were answering on behalf of a group of people or an organisation.

Over 90% of respondents, representing 2218 people, were answering the survey as a Worcestershire resident. 17% (412 respondents) work in the county, whilst just over 200 (8.5%) were people who regularly visit Worcestershire. Parents of pupils using passenger transport and students attending schools, colleges or university in the county were also well-represented in the survey.

A breakdown by percentage of attendance between 13th June and 13th September in each district is shown below.

Attendance by District

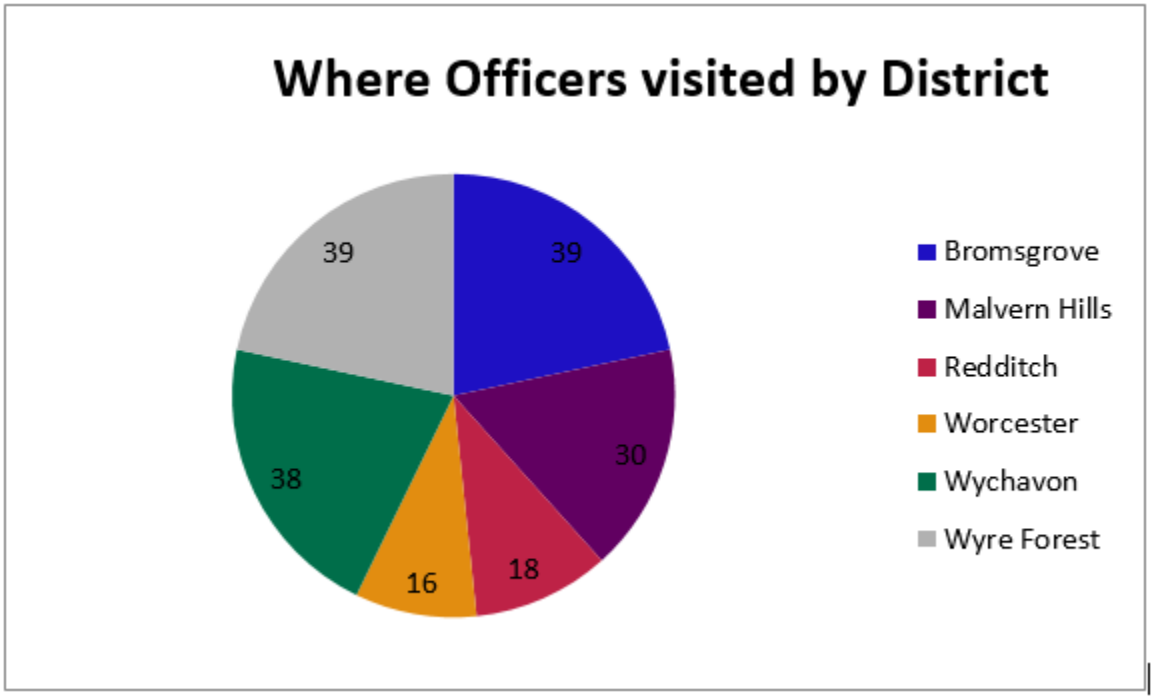
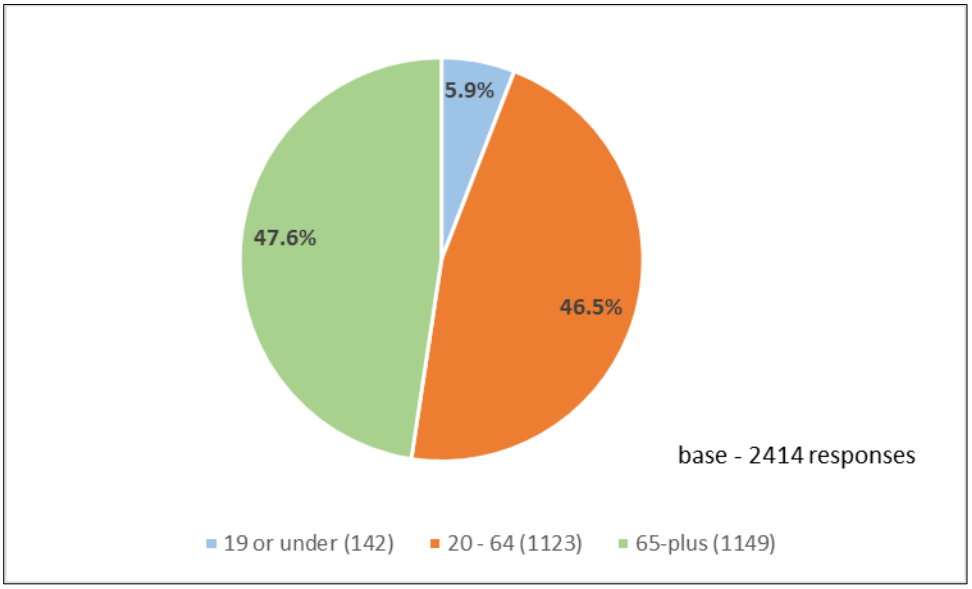


Chart of where officers visited by District

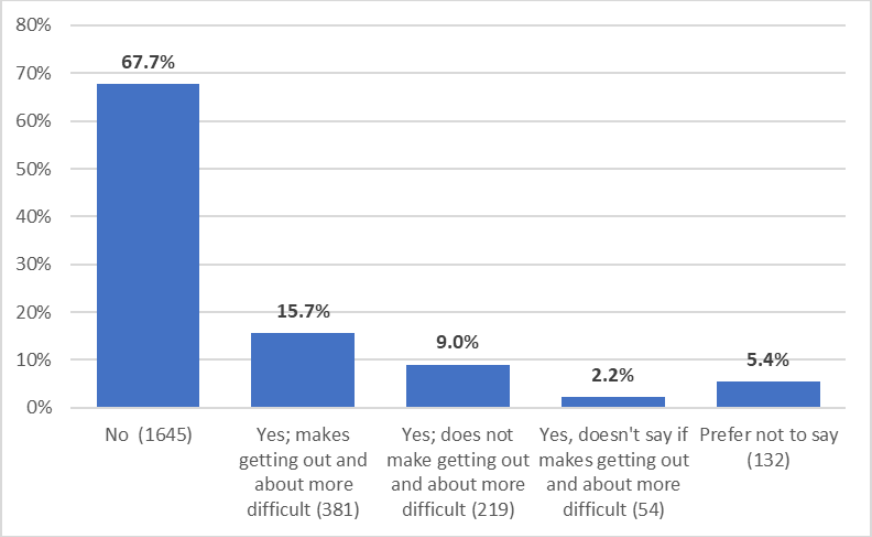
Officers visited districts on 180 occasions covering major towns and large villages.. It would appear that Worcester and Redditch received less visits, however, in the other districts, visits encompassed recognised urban conurbations away from the main focal point of that district

Age group of respondents



Respondents were asked if they have a long-term health condition or disability, and if they did, whether their condition made it more difficult for them to get out and about.

Long Term Disability



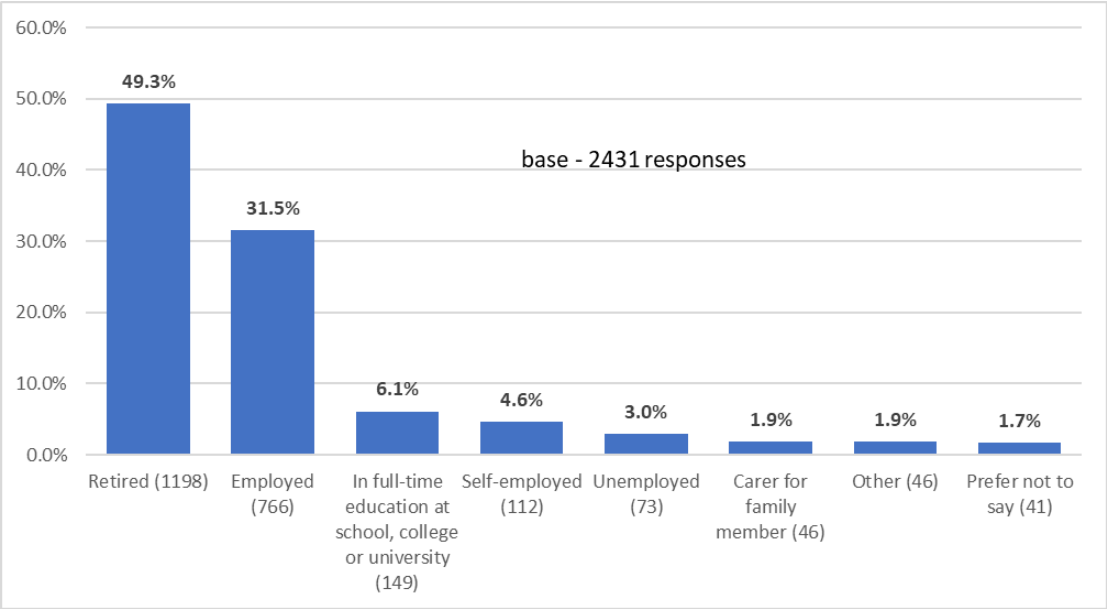
2431 people answered this question. Two thirds of respondents (1645 people) indicated that they did not have a long-standing health condition or disability. Just over a quarter (26.9%, representing 654 respondents) indicated that they did have a long-standing health condition or disability. Just over 15% of respondents said that they had a long-term health condition that made getting out and about more difficult.

For the purposes of analysis respondents are split into those that have a long-term health condition or disability, and those that do not.

Respondents were then asked about their employment status. 2431 responses were received for this question.

Individual area based Equality Impact Assessments take into account this information.

Employment status of respondents



Almost half of all respondents (representing almost 1200 people) indicated that they were retired, reflecting the high proportion of people aged 65-plus who have submitted responses. Almost a third of respondents (766 people) were employed, with just over 6% (149 respondents) saying that they were in full-time education at school, college or university. Less than 5% (112 respondents) were self-employed, with 3% (73 respondents) suggesting they were unemployed.

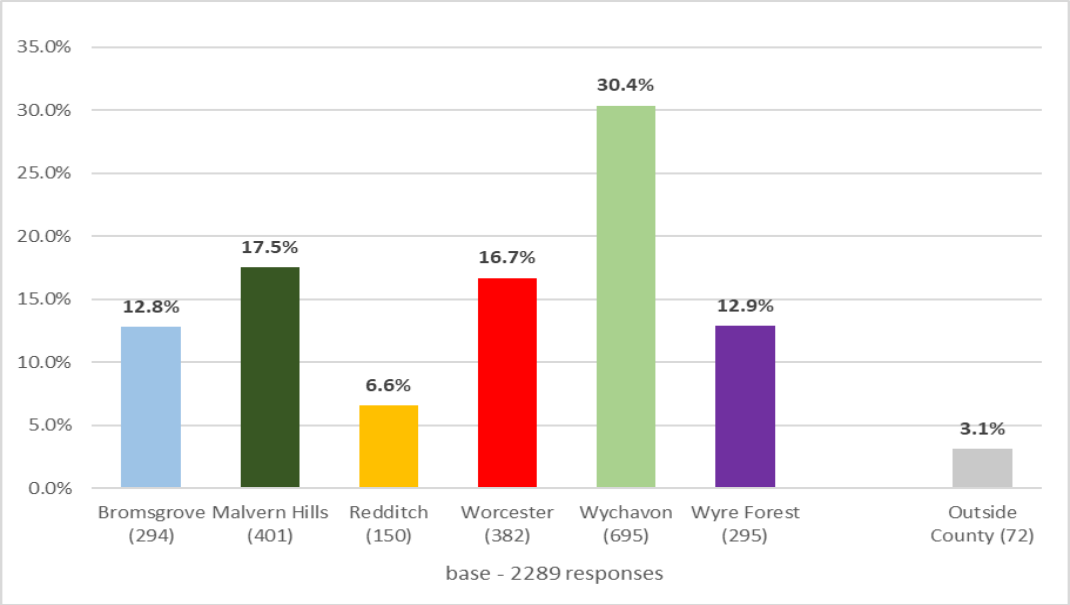
For the purposes of further analysis, respondents in the following four categories are of particular interest: -

- Employed / self employed
- Retired
- In full-time education
- Unemployed

There are concentrations of respondents in most of the main towns and urban areas in Worcestershire. Concentrations of respondents are particularly prevalent in Worcester City, Bromsgrove, Malvern, Evesham and Droitwich, with further concentrations in Redditch, Pershore, and the three Wyre Forest main towns of Kidderminster, Stourport and Bewdley. There are also smaller concentrations in smaller settlements, including Hollywood in north east Bromsgrove on the outskirts of Birmingham, and responses are also interspersed across the more rural parts of the county.

A breakdown of the district of respondents is now considered.

District of residence of all respondents



Just over 30% (695 respondents) of people who submitted a complete and valid postcode reside in Wychavon. Less than 7% of responses were from Redditch, representing 150 respondents which although low compared to the total number of responses is a reasonably high number to obtain robust responses. Just over 3% of responses were from outside the county. Many of these are just outside the border and may work in or visit Worcestershire, so are included in the overall analysis.

There have been sufficient responses from all districts to enable detailed analysis.

The aims of the Public Sector Equality Duty (in particular Advancing Equality of Opportunity for Protected Groups) are promoted through the provision of accessible and reliable public transport. The Passenger Transport Strategy recognises the importance of public transport in the lives of Protected groups and sets out the Council's approach to the delivery of efficient and integrated public transport.

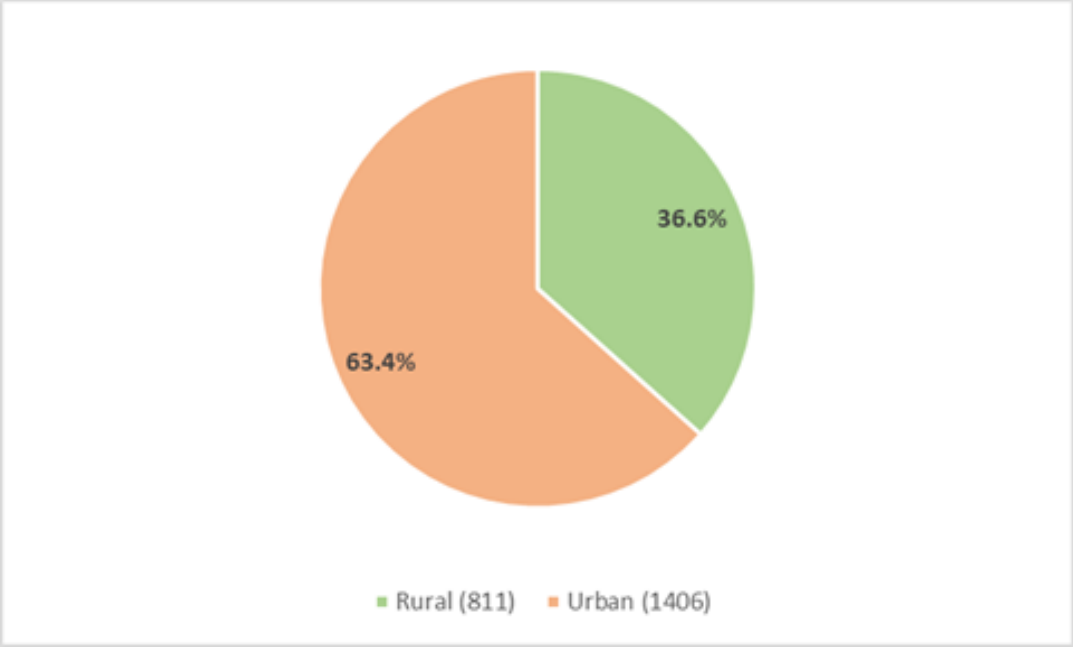
The Strategy has been assessed for potential Equality and public Health impact assessment. The implementation of a strategy which promotes consistent and transparent decision-making and planning is likely to benefit protected Groups. Further Equality and Public Health analysis will be carried out in respect of future passenger transport proposals

District of respondents compared to total populations of districts

	Population	Respondents	Respondents percentage
Bromsgrove	98,662	294	12.8%
Malvern Hills	78,113	401	17.5%
Redditch	84,989	150	6.6%
Worcester	101,891	382	16.7%
Wychavon	127,340	695	30.4%
Wyre Forest	101,062	295	12.9%
Out of County		72	3.1%
Worcestershire	592,057	2289	100%

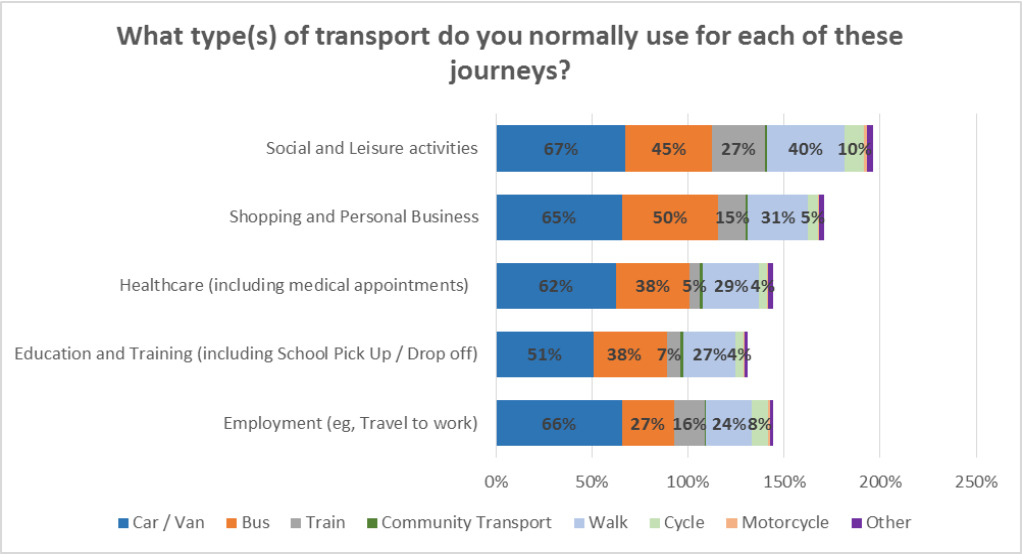
The urban / rural split of Worcestershire residents who submitted a response with a full, valid postcode is also considered.

Urban / Rural split of respondents to the passenger transport survey



Almost two thirds of respondents (representing 1406 respondents) reside in areas classified as “urban”, whilst just over 36% (811 respondents) live in areas classified as “rural”. The proportion of Worcestershire respondents living in urban areas is 63%, slightly lower than the proportion of people across the county living in urban areas, of 74%.

What Type(s) of transport do you normally use for each of these Journeys



Please note percentages are over 100% as respondents can tick more than one option for each journey

People are most likely to use a car/van for all of these journeys

A half of respondents use the bus for shopping and personal business trips, with almost a half using the bus for social and leisure activities

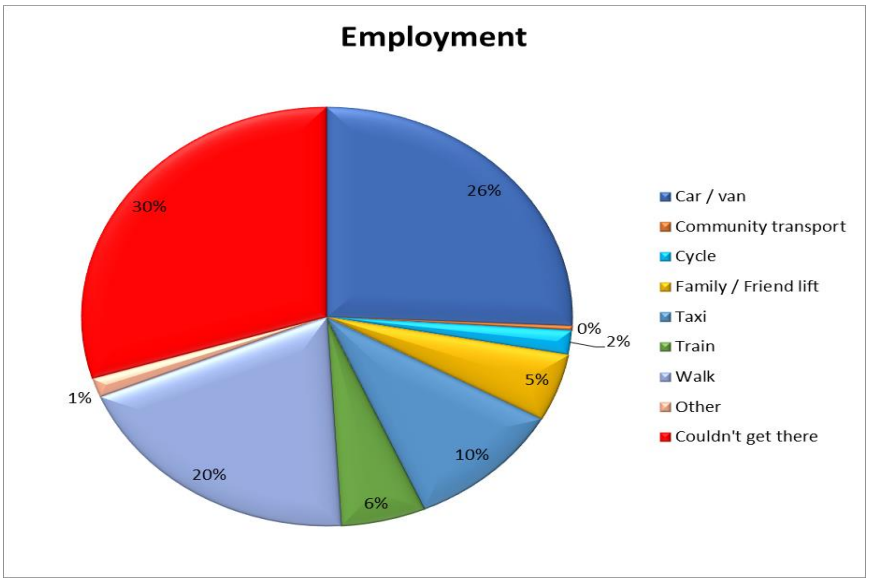
Over a third use the bus for health care and education and training, with over a quarter using buses to travel to work.

Proportions using trains are lower, but over a quarter of respondents use trains for social and leisure activities, with 16% traveling by train for employment purposes.

Proportions using community transport are low, at less than 2% for all types of journeys

The impact of removing bus travel was explored as currently this is the main passenger transport method within the county.

If there was no bus service available, how would you travel to the following? - Employment (eg, Travel to work)



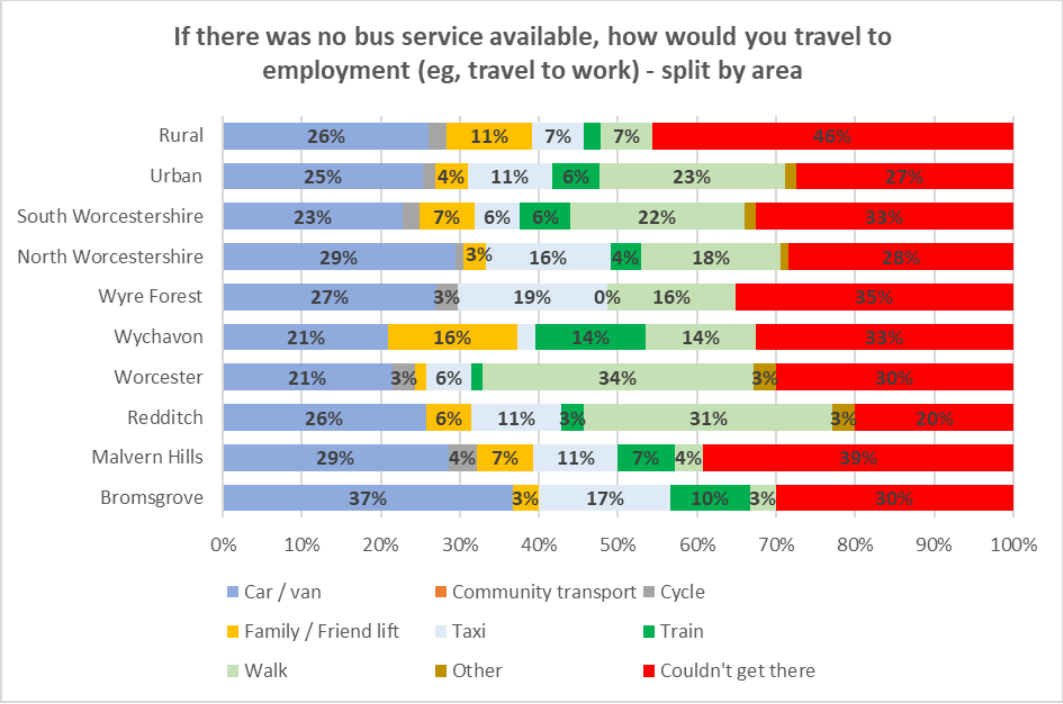
This question was asked if respondents indicated that they travel by bus

Almost a third (30%) of all respondents who indicated that they travel to work by bus said that if there was no bus service available they wouldn't be able to get there.

Just over a quarter stated that they would travel to their employment by car or van, whilst 20% would walk.

2% stated they would cycle.

If there was no bus service available, how would you travel to the following? - Employment (eg, Travel to work) – Split by area



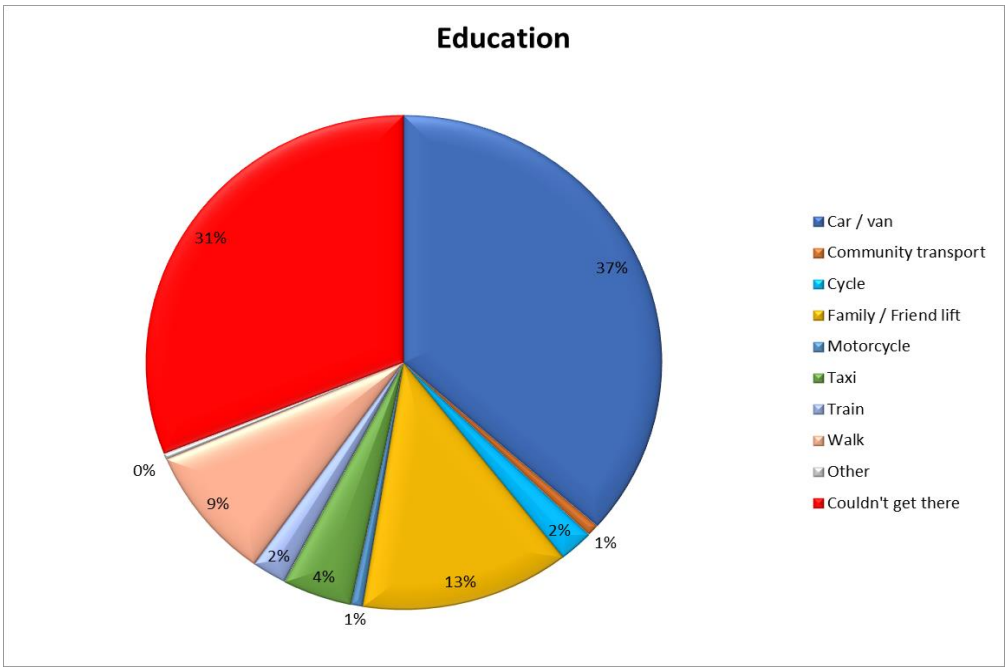
Proportions who would have no means of travelling to work if there was no bus service are particularly high in Malvern Hills, at almost 40%.

Proportions who wouldn't be able to get to work are noticeably higher in rural (almost a half) than in urban (just over a quarter) areas

Careful consideration to these areas will need to be taken during the application of the Strategy especially where we are looking to prioritise support for local centres – urban connections, inter-urban connections and areas of medium population density.

Changes to rural areas will need careful consideration and ties in with the need to explore "alternative provision" such as community transport and how this and other passenger transport elements can form an "integrated network". How these can be used for Work purposes will be explored during the application of the strategy.

If there was no bus service available, how would you travel to the following? - Education



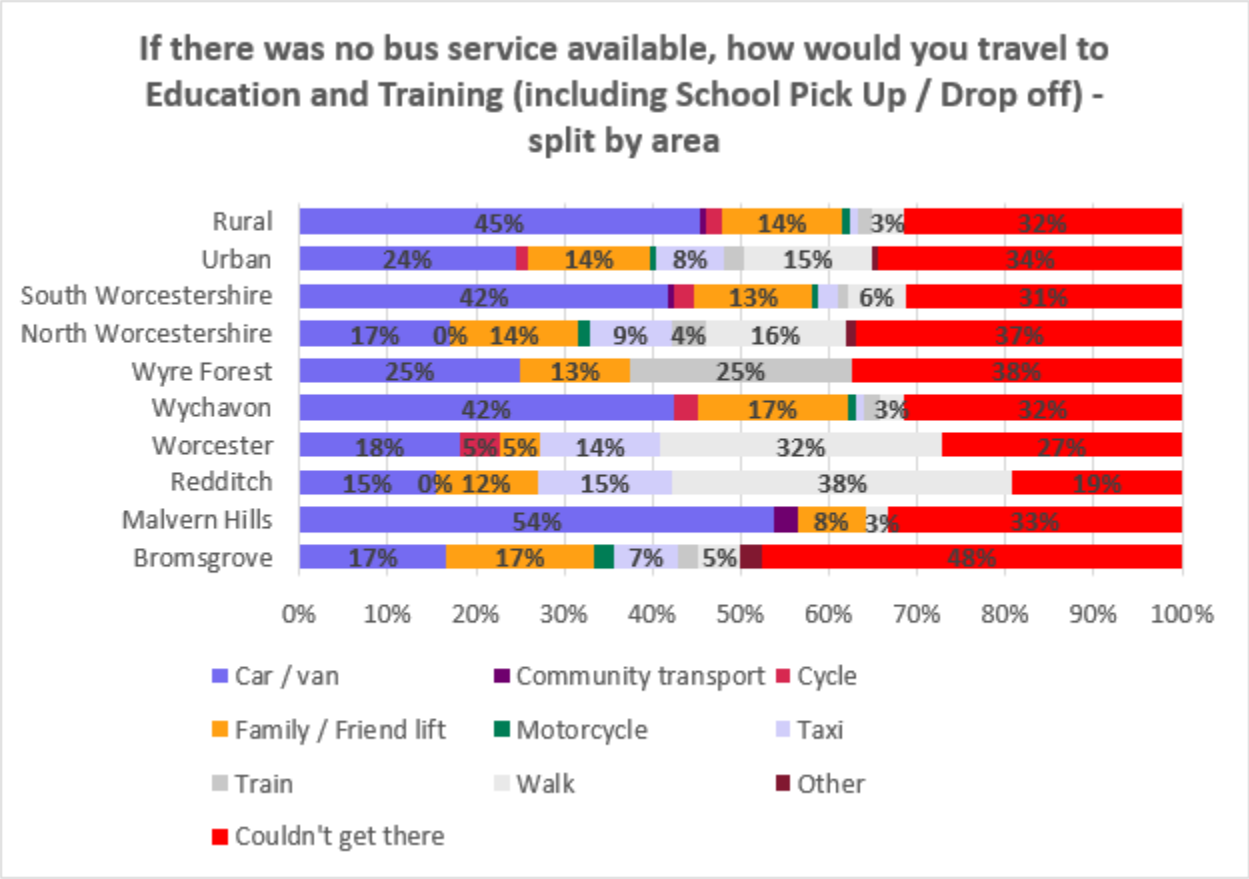
This question was asked if respondents indicated that they travel to education and training by bus

Almost a third of all respondents who use a bus to access education and training indicated that they wouldn't be able to get there if the bus service was unavailable.

Over a third of respondents suggested that they would use a car or van instead for the journey, whilst 13% would get a lift from family or friends. Almost 10% indicated they would walk to get to their place of education.

2% stated they would cycle.

If there was no bus service available, how would you travel to the following? – Education – Split by area



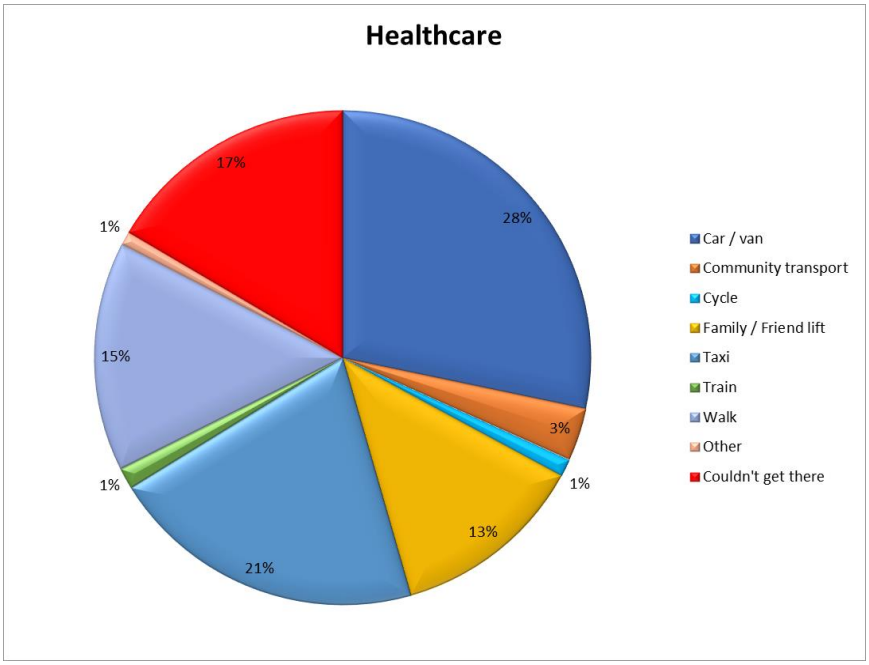
Almost a half of respondents in Bromsgrove suggested that they wouldn't be able to access education and training if the bus service was not available.

The proportion is also relatively high in Wyre Forest (at almost 40%) and is higher in North Worcstershire than South Worcestershire.

Careful consideration to these areas will need to be taken during the application of the Strategy especially where we are looking to prioritise support for local centres – urban connections, inter-urban connections and areas of medium population density.

When considering this element education journeys will need to be considered as part of the prioritisation which will also feed into the "primary journey purpose"

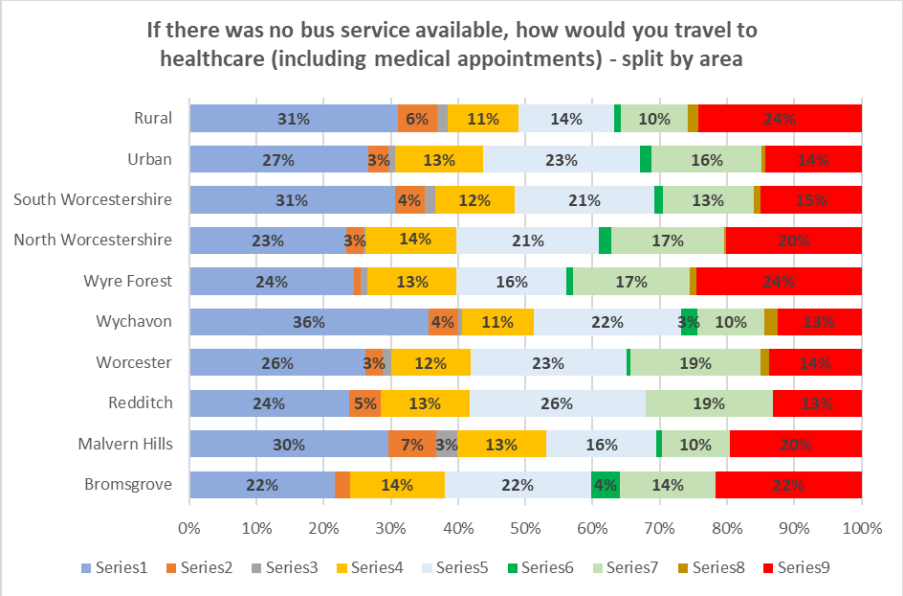
If there was no bus service available, how would you travel to the following? - Healthcare (eg, Medical appointments)



This question was asked if respondents indicated that they travel to healthcare and medical appointments by bus

- 17% of respondents who indicated that they access healthcare using the buses stated they would not be able to get there if the bus service was unavailable.
- Just over a quarter suggested they would use a car or van, whilst 21% would get there via taxi.
- 1% or respondents would cycle if no buses were available

If there was no bus service available, how would you travel to the following? – Healthcare (eg, Travel to Medical appointments) – split by area



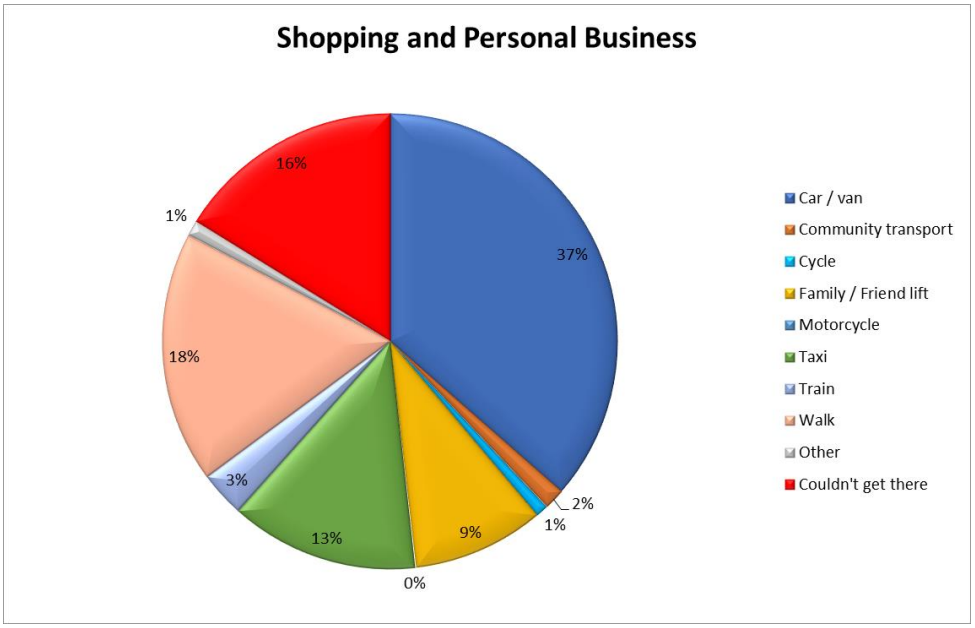
Almost a quarter of respondents in Wyre Forest would be unable to access heathcare if the bus service was unavailable.

The proportion of respondents who indicated that they wouldn't be able to get to medical appointments without using buses is higher in rural (24%) than urban (14%) areas, and is higher in North Worcestershire than South Worcestershire

While careful consideration to these areas will need to be taken during the application of the Strategy there is less impact for Healthcare Journeys when compared to Education and Employment

Alternative provision between smaller towns/villages in rural areas where traditional bus services are considered unsustainable should be considered as alternatives for this type of provision.

If there was no bus service available, how would you travel to the following? -Shopping and Personal Business



This question was asked if respondents indicated that they travel to shopping and personal business by bus

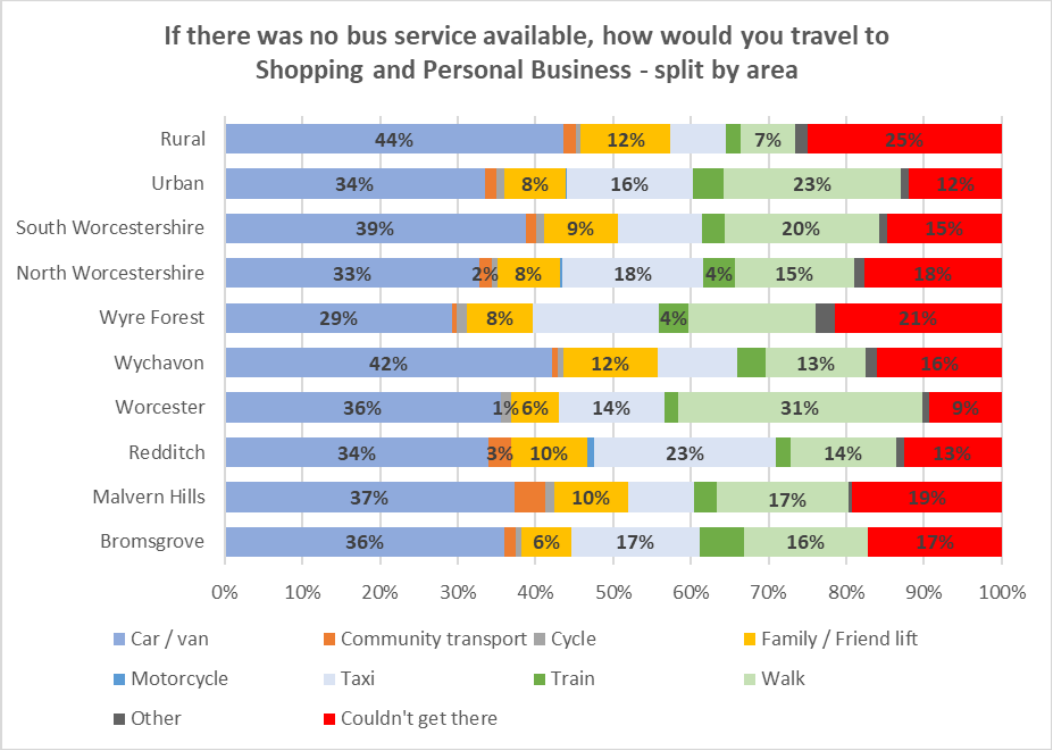
16% of respondents who indicated that they make shopping and personal business trips by bus would not be able to go if the bus service was not available.

Over a third would travel by car instead if the bus service was unavailable

18% would walk if the bus services was not available.

1% would cycle if the bus services was not available

If there was no bus service available, how would you travel to the following? -Shopping and Personal Business – Split by area



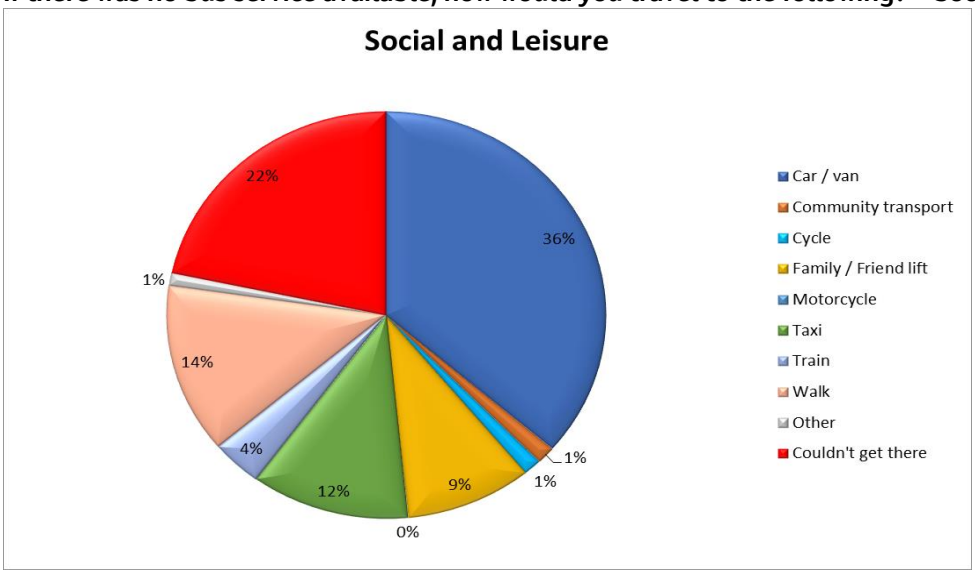
A quarter of respondents living in rural areas would not be able to access shops if the bus service was unavailable, notably higher than the equivalent in urban areas (12%).

At a district level proportions who wouldn't be able to go on shopping trip or personal business trips without the bus are highest in Wyre Forest.

While careful consideration to these areas will need to be taken during the application of the Strategy there is less impact for Shopping and Personal Business when compared to Education and Employment

Alternative provision between smaller towns/villages in rural areas where traditional bus services are considered unsustainable should be considered as alternatives for this type of provision.

If there was no bus service available, how would you travel to the following? – Social and Leisure



This question was asked if respondents indicated that they travelled to social and leisure activities by bus

Almost a quarter (22%) of respondents who access social and leisure activities by bus would be unable to access them if the bus service was unavailable.

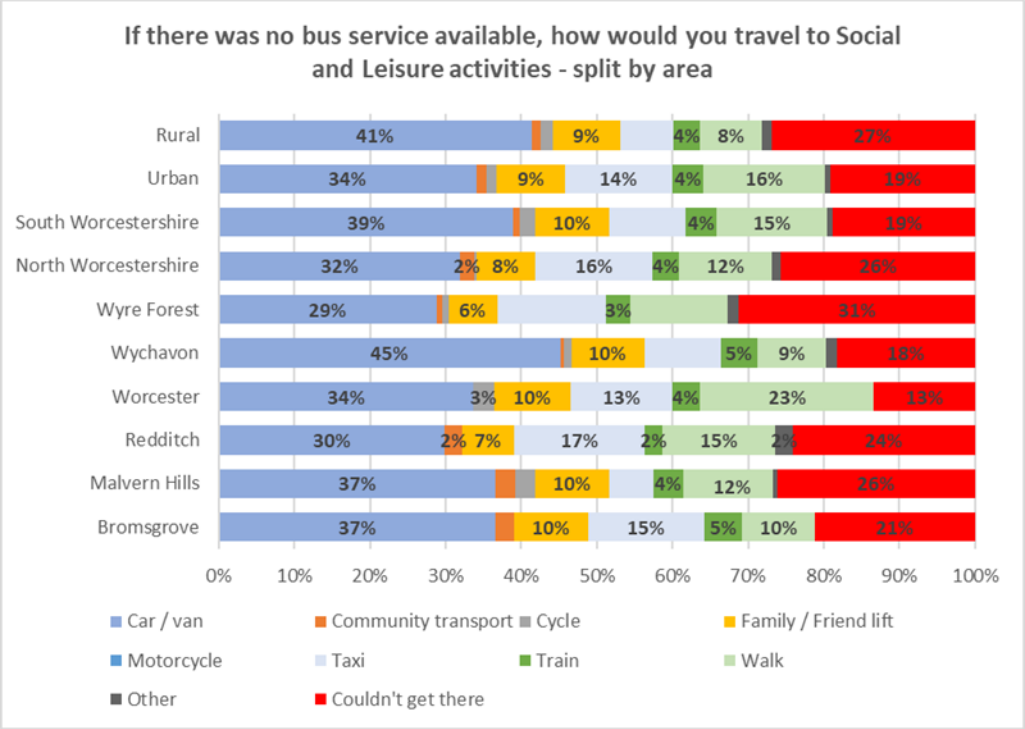
Over a third would use a car instead if there was no bus service.

13% would walk if there was no bus service.

12% would use taxis if there was no bus service.

1% would cycle if there was no bus service

If there was no bus service available, how would you travel to the following? – Social and Leisure – split by area:



Almost a third of respondents in Wyre Forest who go to social and leisure activities by bus would not be able to go if the bus service was not available.

Proportions that would not be able to get there are higher in North Worcestershire than South Worcestershire and are higher in rural (27%) than urban (19%) areas.

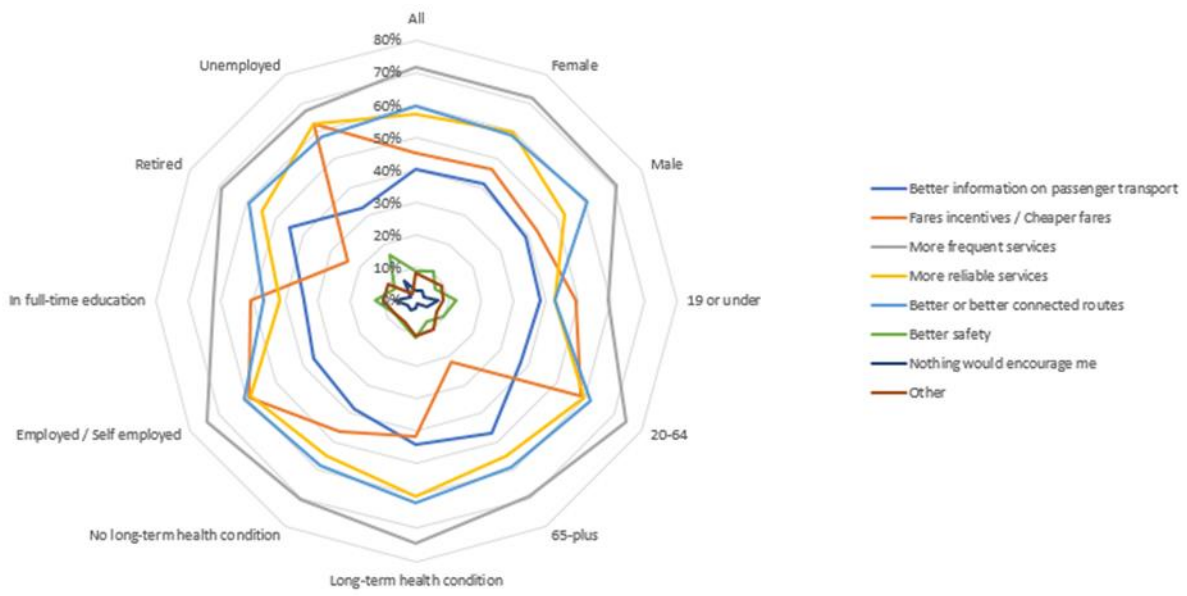
When ranking services under the on the seven categories, feedback from respondents will be taken into account to assess the benefit and value of the services provided. Primary Journey purpose will be a key category where these responses will feed in.

Overall findings show cycling is not considered to be an alternative to bus services with only 2% stating they would cycle to employment and education if bus services were not available and 1% respectively for healthcare, shopping, personal business and social and leisure.

Community Transport is not currently seen as an alternative and it will be essential through publicity and promotion that alternative service provision is shown as a viable means as replacement for bus services and to offer more of an integrated network with other passenger transport services

As a result the Key pillar will need to prioritise support for local centres – urban connections, inter-urban connections and areas of medium population density while also taking Primary Journey Purpose into account.

If you don't use Passenger Transport Services, what would encourage you to use them?



Please note respondents can tick more than one option for each journey.

Labels lower than 3% have been omitted for clarity of presentation

Among all respondents, almost three quarters would be encouraged to use passenger transport services by more frequent services.

60% suggested better or better-connected routes would persuade them to use passenger services more frequently

Over a half said that more reliable services would persuade them.

Almost a half of all respondents indicated that cheaper fares would persuade them to use passenger transport services

40% said that they would be persuaded by better information.

Only 3% of all respondents suggested that nothing would persuade them to use passenger transport more frequently.

Respondents in the 65-plus age group are less likely than other respondents to be persuaded by cheaper fares. This is likely to be mainly due to the Concessionary Travel Scheme

Groups with high proportions that would be persuaded by cheaper fares include the employed / self-employed and noticeably the employed

More frequent services would persuade respondents across all demographics

This element flows well into the proposals as shows that there has been a highly positive response in relation to persuading respondents to use passenger transport. It highlights a number of key pillars to the strategy:

Worcestershire County Council will take a lead role in developing and delivering a bus information strategy to promote passenger services and develop a clearly defined and understood brand for the Worcestershire Passenger Transport network (40% would be persuaded to use passenger transport services with better information)

To work with Partners to develop innovative ticketing and payment solutions that encourage passenger growth whilst maintaining a viable commercial network. (Almost a half of all respondents indicated that cheaper fares would persuade them to use passenger transport services – while we are not saying fares are going to be cheaper what we need to explore is what is "best value" when compared to end to end journeys of other transport types.)

To focus on providing an integrated passenger transport network along key commuter corridors (60% suggested better or better-connected routes would persuade them to use passenger services more frequently)

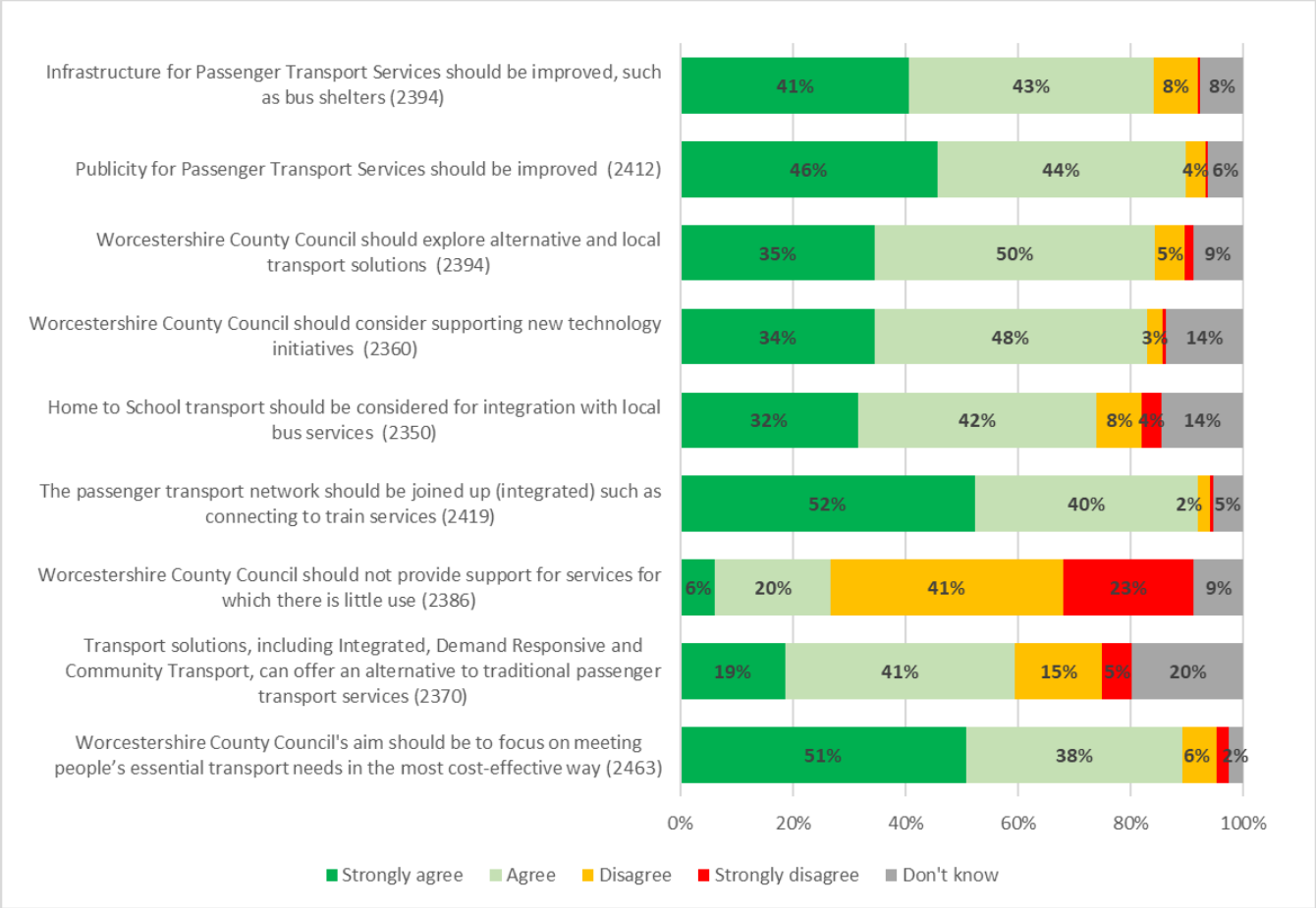
To embrace technology to provide quality infrastructure and improved dissemination of information e.g. bus shelters and RTI (Real Time Information) boards (Over half said more reliable services would persuade them – one of the key benefits of delivering RTI across the county would be to improve reliability and confidence in when passenger transport would arrive)

Our Proposals

The section covers the questions in the survey concerning the proposals as set out in the Worcestershire Passenger Transport Strategy.

Respondents were first asked if they agreed with a set of statements. The results are summarised below: -

To what extent do you agree or disagree with the following statements

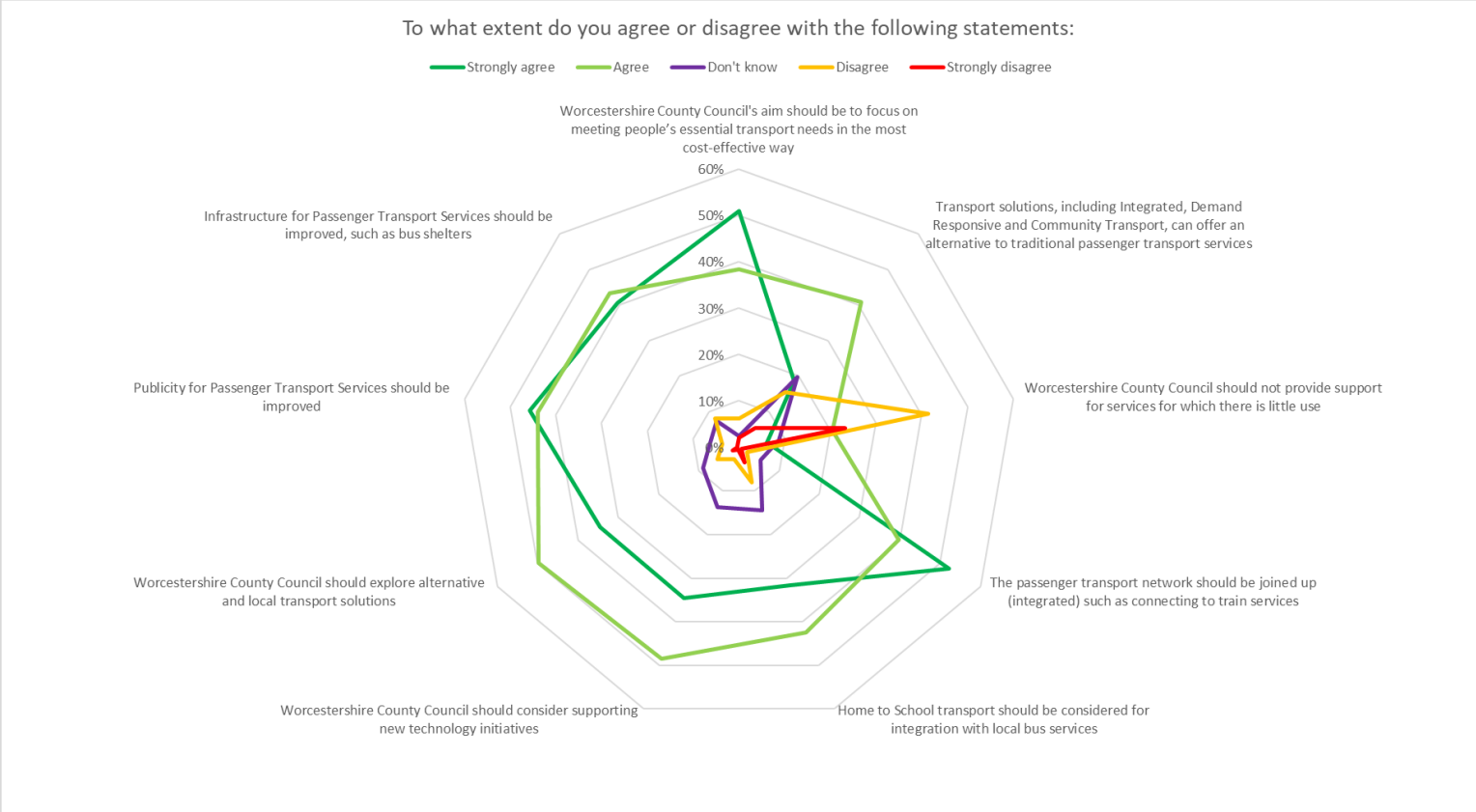


Around 90% of respondents agreed or strongly agreed to the statements "Worcestershire County Council's aim should be to focus on meeting people's essential transport needs in the most cost-effective way", "The passenger transport network should be joined up (integrated) such as connecting to train services", and "Publicity for Passenger Transport Services should be improved." In each case around half of respondents "strongly agreed" with the statements.

Support among respondents was fairly strong for all of the other statements, with the exception being "Worcestershire County Council should not provide support for services for which there is little use." Almost two thirds of respondents registered disagreement with that statement, with almost a quarter of respondents stating that they "strongly disagreed". Recognising that this is an issue for many residents, the Strategy will enable the Council to look at alternative solutions for example, Community transport to enable access to essential services.

Just over 20% of respondents disagreed or strongly disagreed with the statement "Transport solutions, including Integrated, Demand Responsive and Community Transport, can offer an alternative to traditional passenger transport services" compared to almost 60% who agreed.

To what extent do you agree or disagree with the following statements – Radar Diagram

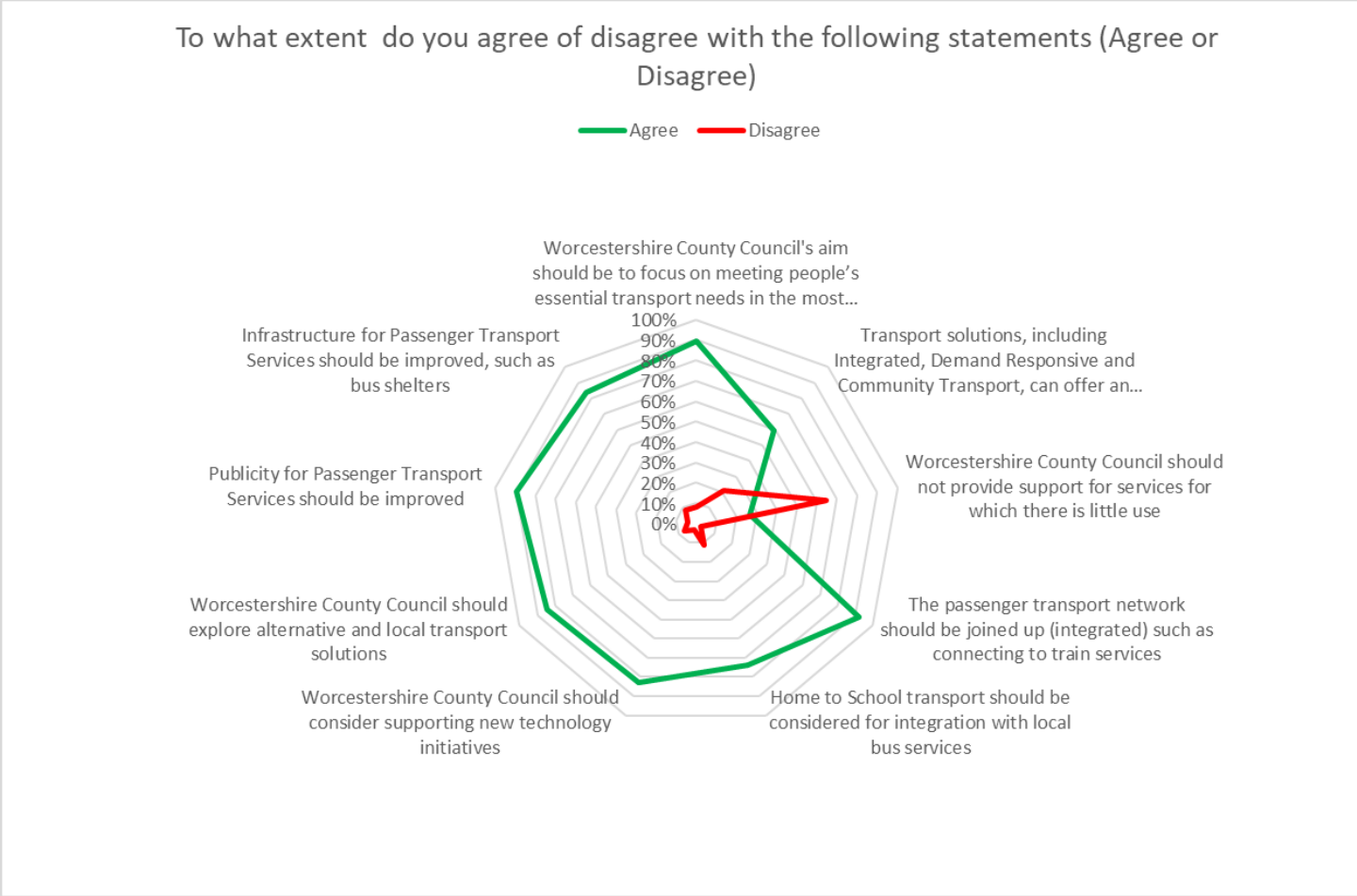


This highlights that the majority of the proposals were agreed with but due consideration and more thought needs to go into the elements relating to how Worcestershire County Council supports services with little use.

Taking a more joined up approach it highlights that there is some hesitancy when it comes to alternative solutions being able to offer different options to passengers however there is a high level of agreement in that alterative and local solutions should be explored which shows that there is appetite to explore alternative solutions. This says more emphasis is needed on explaining what solutions could be offered.

When calculating whether responses are agreeing or disagreeing (removing don't knows) you can see that the majority of these statements have are agreed with.

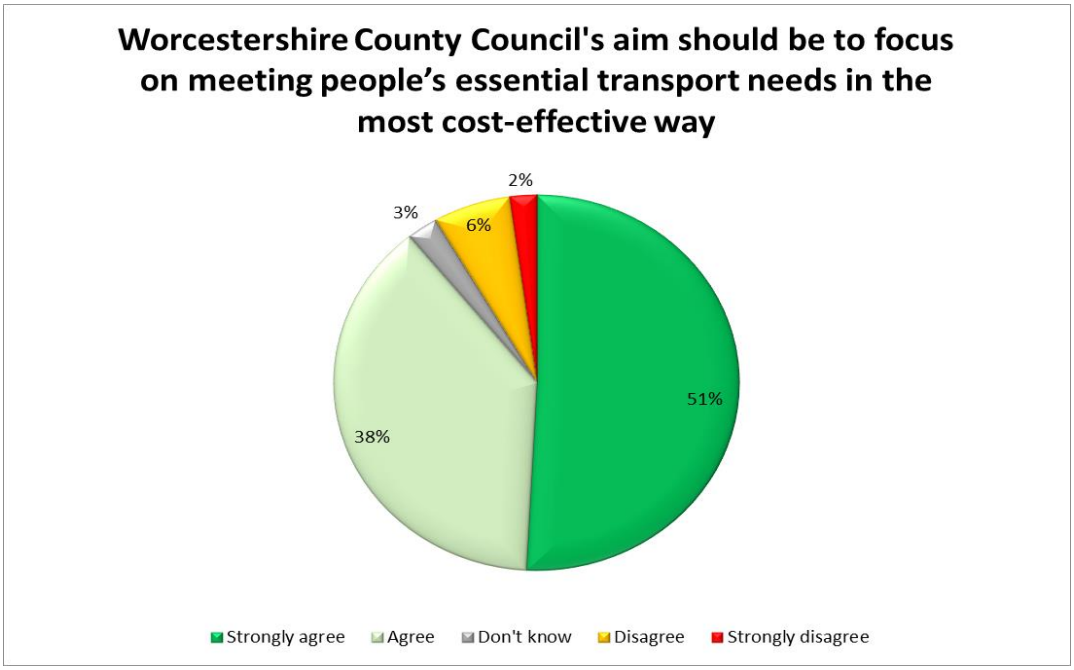
To what extent do you agree or disagree with the following statements – Radar Diagram – Positive Negative Only



The only statement that needs careful consideration as part of the strategy is the fact that there is a disagreement in the statement that Worcestershire County Council should not provide support for services which there is little use. This is counter acted by respondents agreeing with the statement that the authority should focus on meeting needs in the most cost effective way and as such the methodology for deciding on how services are delivered needs to be clear and where there isn't a "traditional" transport solution then this needs to be understood through publicity that these types of services (such as community transport) are supported by Worcestershire County Council.

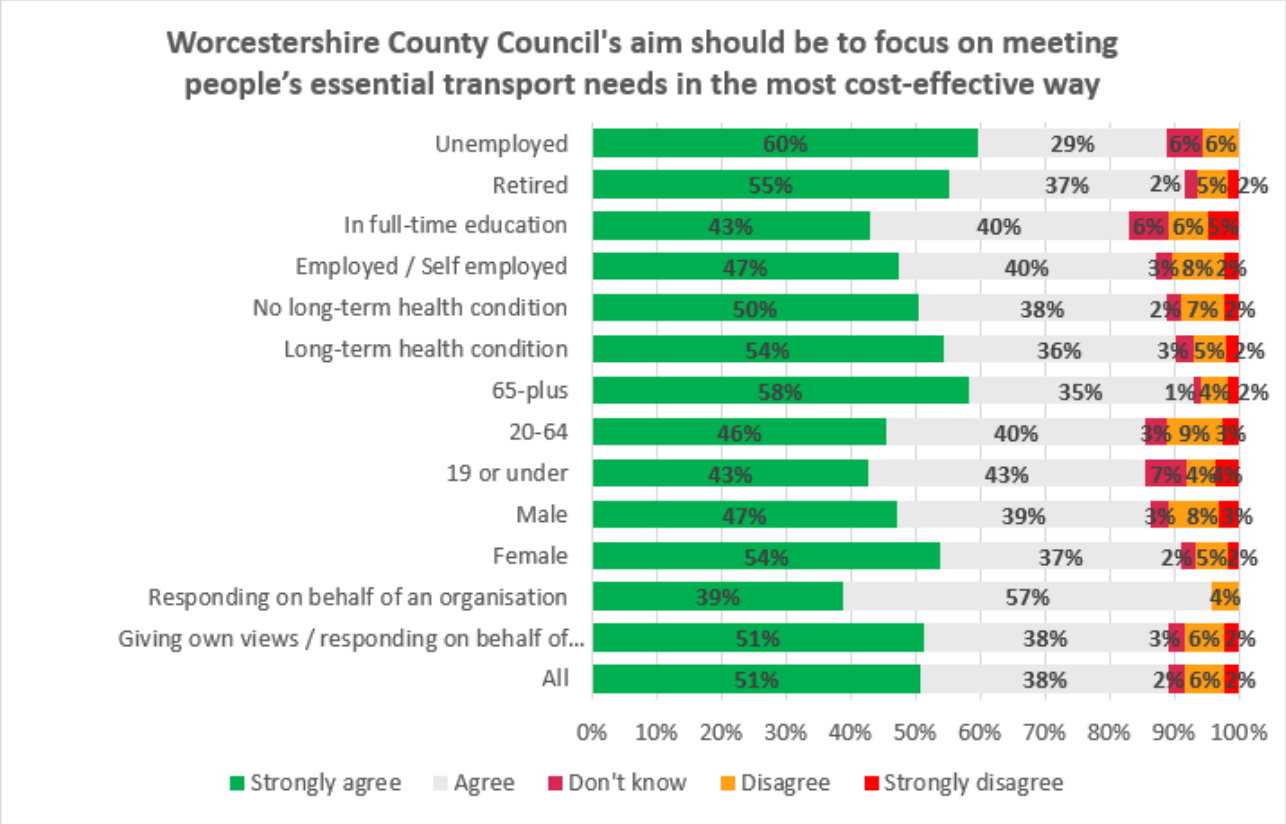
Results for each individual statement are now presented.

Worcestershire County Council's aim should be to focus on meeting people's essential transport needs in the most cost-effective way



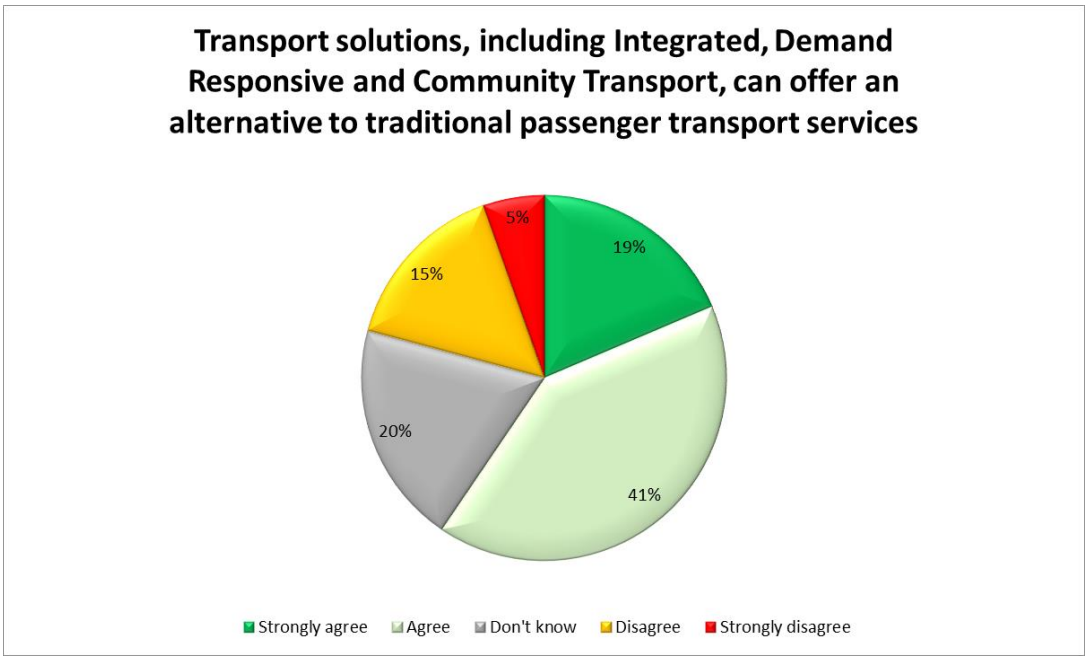
The statement, "Worcestershire County Council's aim should be to focus on meeting people's essential transport needs in the most cost-effective way" met with agreement across all demographics and areas, with over 80% agreeing or strongly agreeing with the statement in all sections.

Worcestershire County Council's aim should be to focus on meeting people's essential transport needs in the most cost-effective way – Stakeholder Analysis

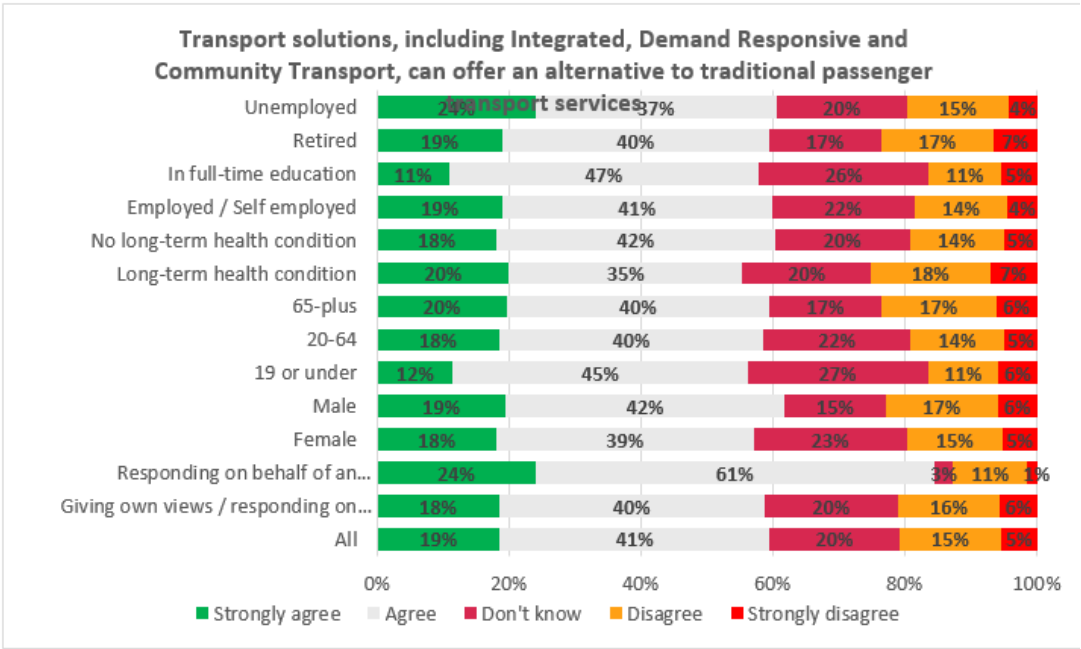


All stakeholder were in agreement with this statement.

Transport solutions, including integrated, Demand Responsive and Community Transport, can offer an alternative to traditional passenger transport services



Transport solutions, including integrated, Demand Responsive and Community Transport, can offer an alternative to traditional passenger transport services – Stakeholder Analysis

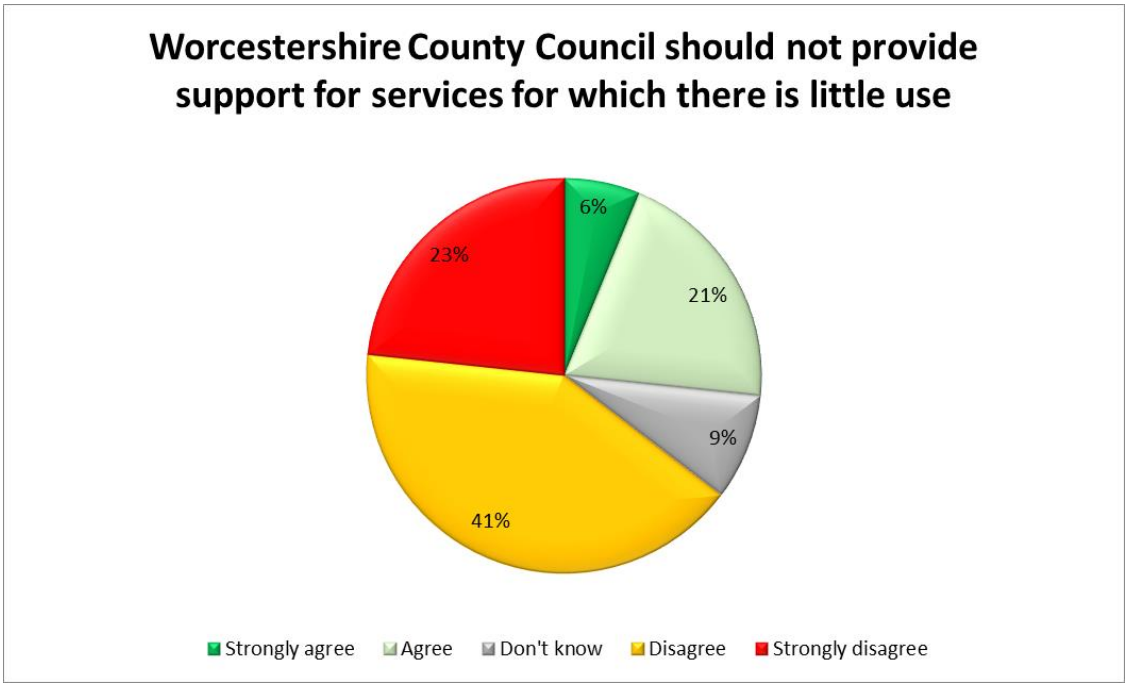


Those responding on behalf of a group of individuals or organisation were more likely to agree with the statement “Transport solutions, including Integrated, Demand Responsive and Community Transport, can offer an alternative to traditional passenger transport services" than those giving their own views or responding on behalf of someone else.

85% of those responding on behalf of an organisation "agreed" or "strongly agreed" with the statement, compared to just under 60% among other respondents.

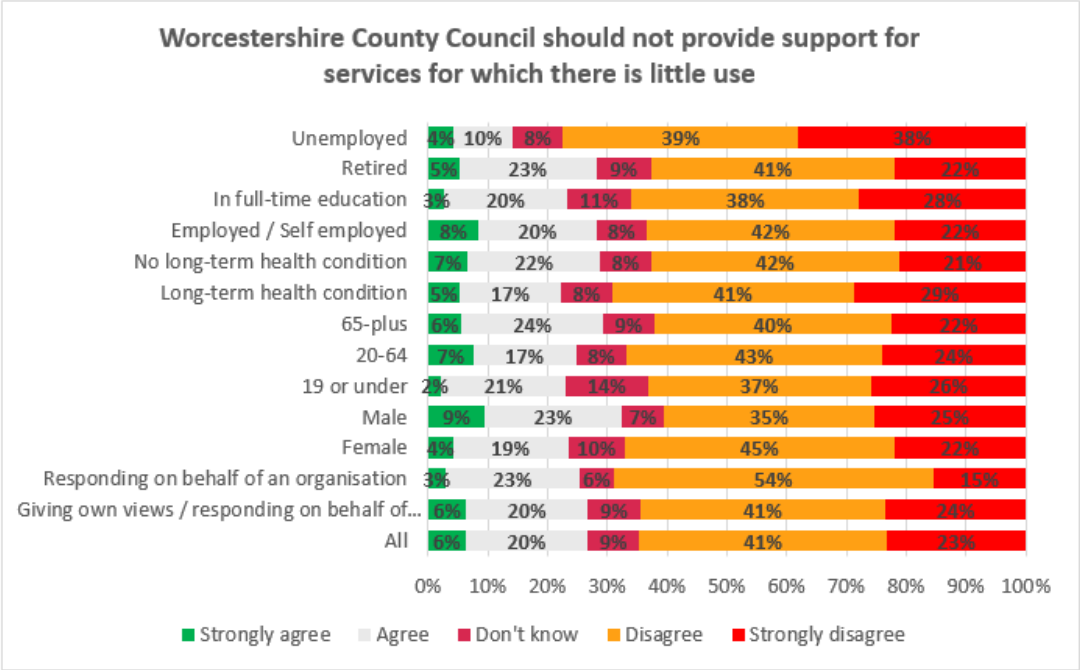
Older respondents are slightly more likely to disagree with the statement than younger respondents - almost a quarter of those aged 65-plus "disagreed" or "strongly disagreed".

Worcestershire County Council should not provide support for services which there is little use



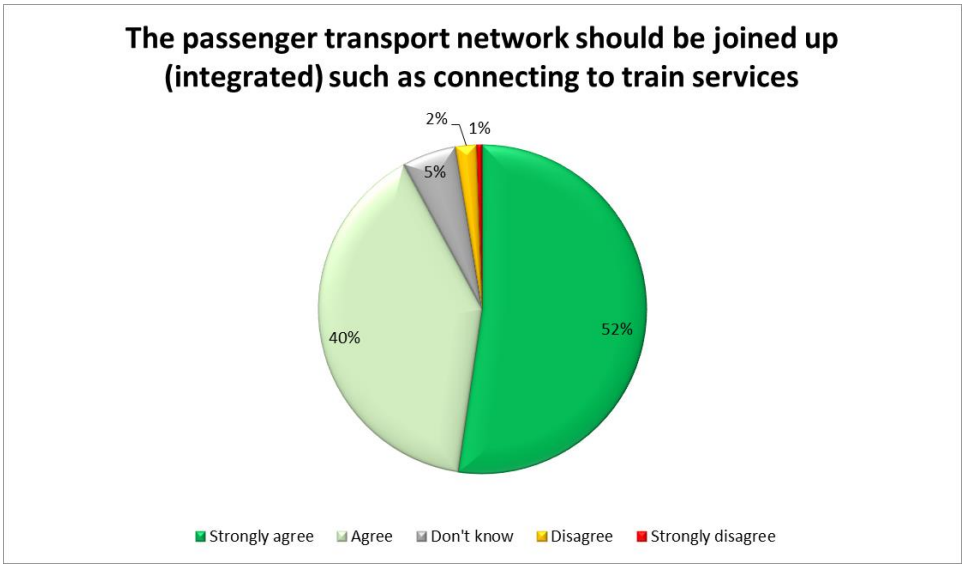
Proportions disagreeing with the statement are relatively high across all demographics. Almost two thirds of respondents registered disagreement with that statement, with almost a quarter of respondents stating that they "strongly disagreed". Recognising that this is an issue for many residents, the Strategy will enable the Council to look at alternative solutions for example, Community transport to enable access to essential services.

Worcestershire County Council should not provide support for services which there is little use – Stakeholder Analysis



Proportions disagreeing was particularly high among the unemployed (77%), and those with a long-term health condition (69%). Due consideration for these groups will be considered when implementing the Strategy. This supports the approach that alternative methods of transport should be explored that offer better overall value to the County Council

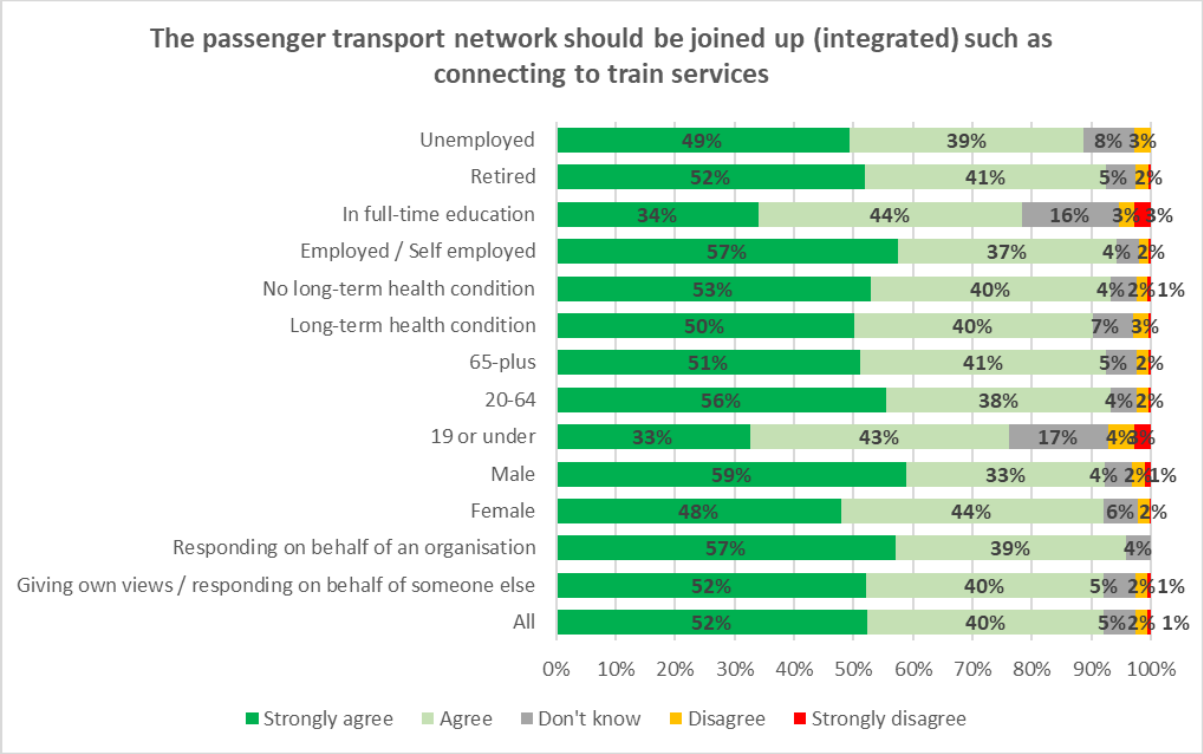
Worcestershire County Council should be joined up (integrated) such as connecting to train services



Agreement for the statement "The passenger transport network should be joined up (integrated) such as connecting to train services" is high among all respondents

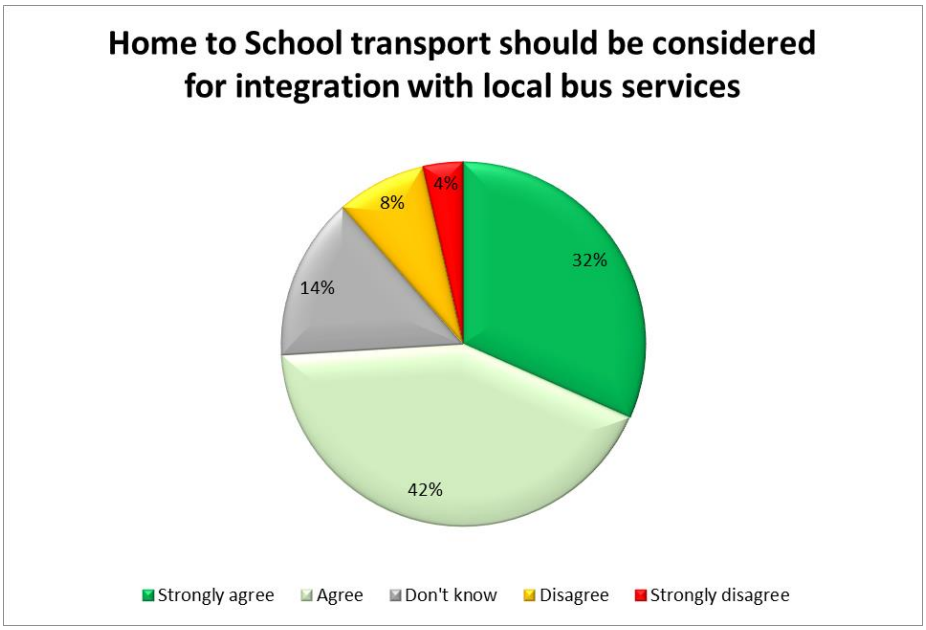
Over 90% of all respondents "agreed" or "strongly agreed" with the statement, with just 3% in disagreement.

Worcestershire County Council should be joined up (integrated) such as connecting to train services – Stakeholder Analysis



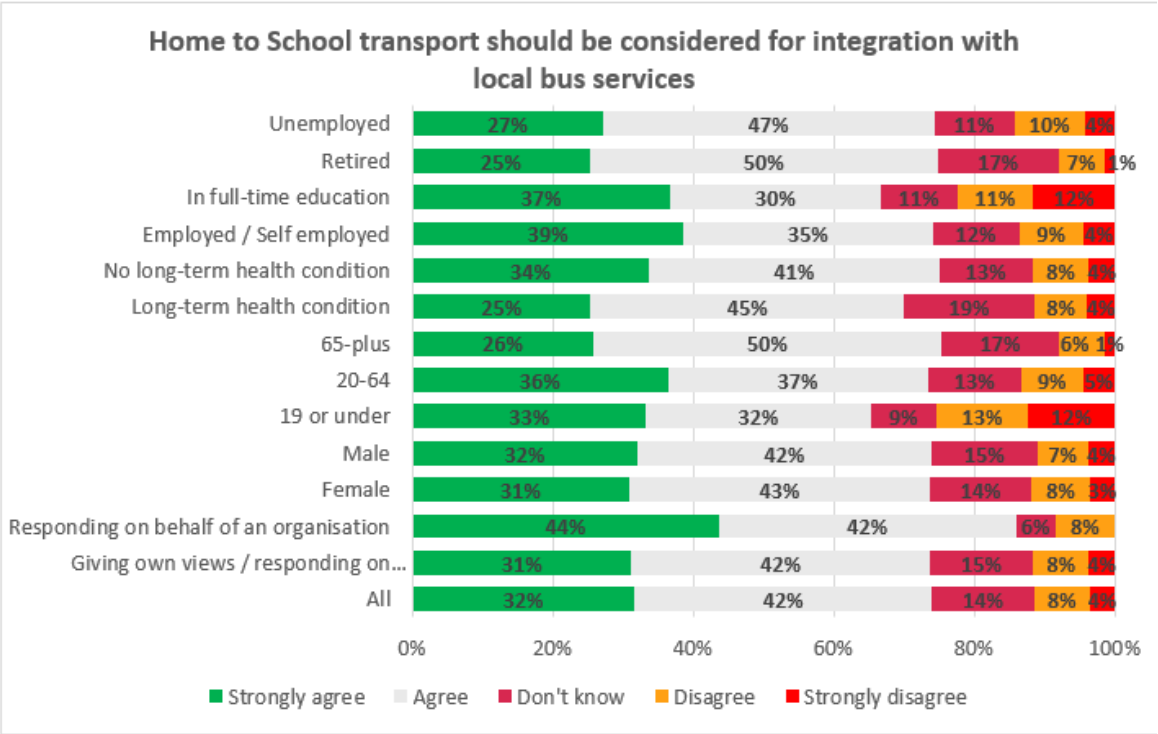
Proportions disagreeing were slightly higher among the 0-19 age group, at 7%

Home to School Transport should be considered for integration with local bus services



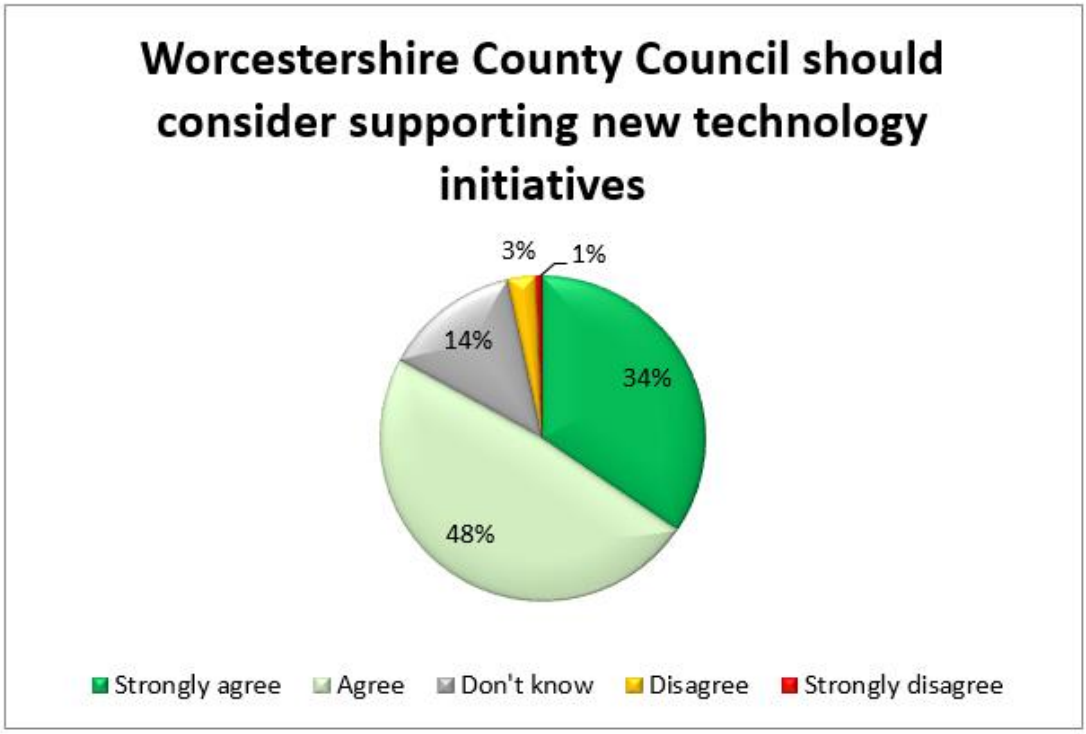
Three quarters of respondents "agree" or "strongly agree" with the statement "Home to School transport should be considered for integration with local bus services", with 12% in disagreement with the statement.

Home to School Transport should be considered for integration with local bus services – stakeholder analysis



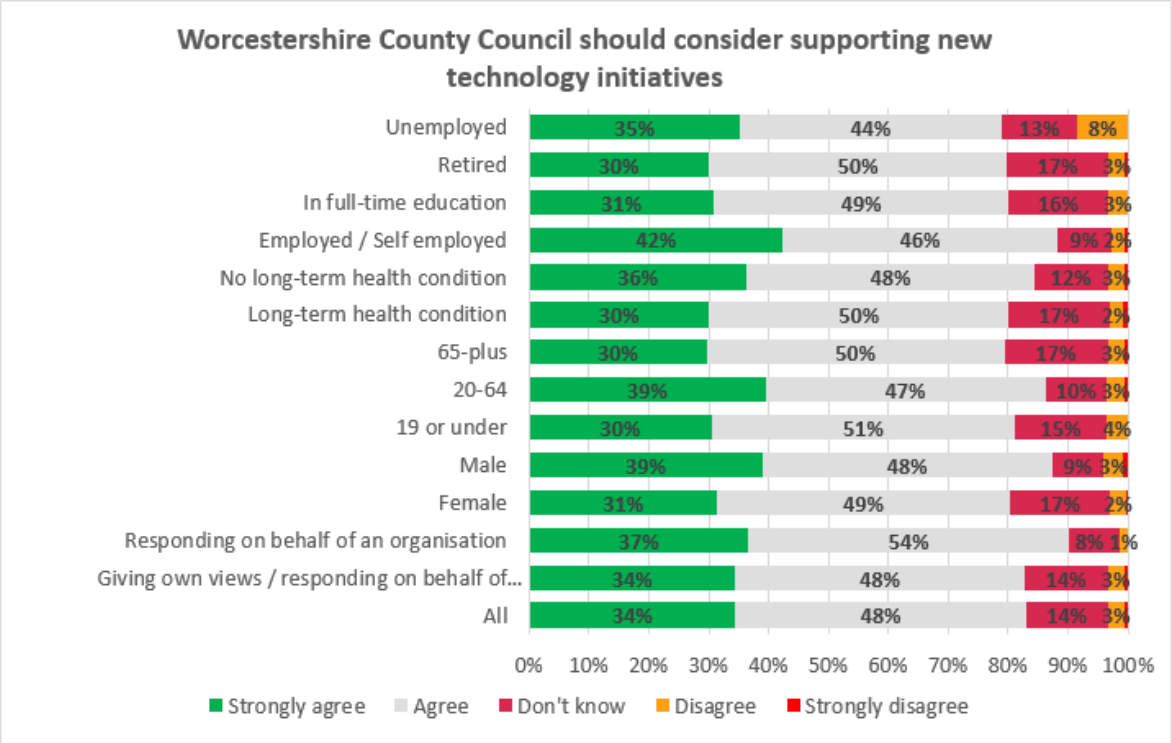
Proportions who "disagree" or "strongly disagree" with the statement are relatively high among the under 19 age group (25%) and among those in full time education (22%) .

Worcestershire County Council should consider supporting new technology initiatives



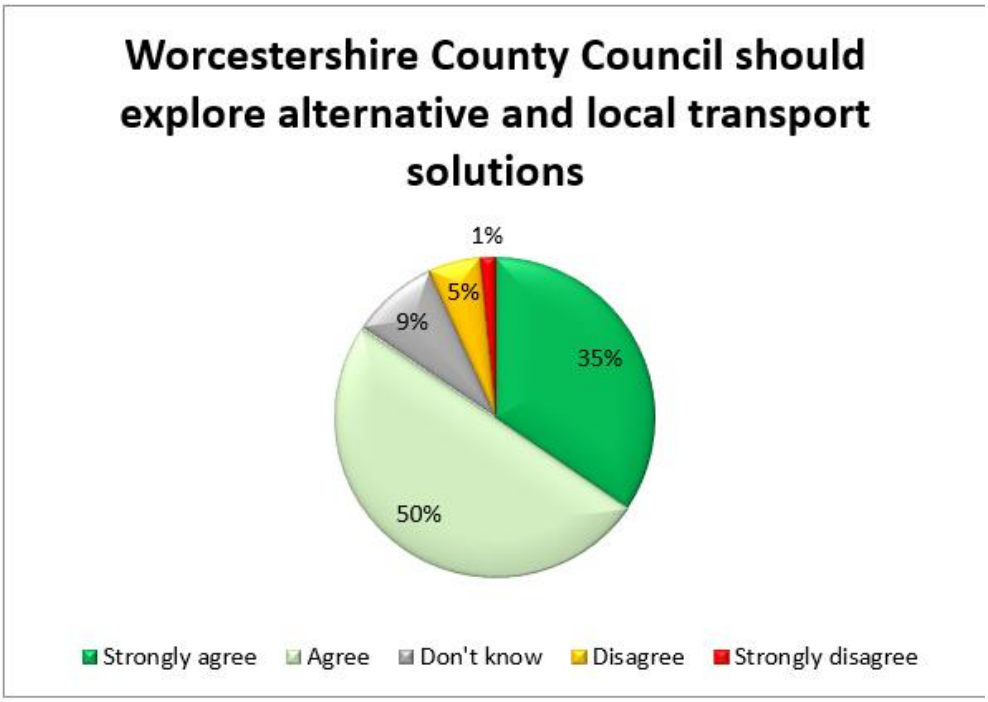
Over 80% of all respondents were in agreement with the status "Worcestershire County Council should consider supporting new technology initiatives". 3% of respondents "disagreed" or "strongly disagreed"

Worcestershire County Council should consider supporting new technology initiatives – Stakeholder Analysis

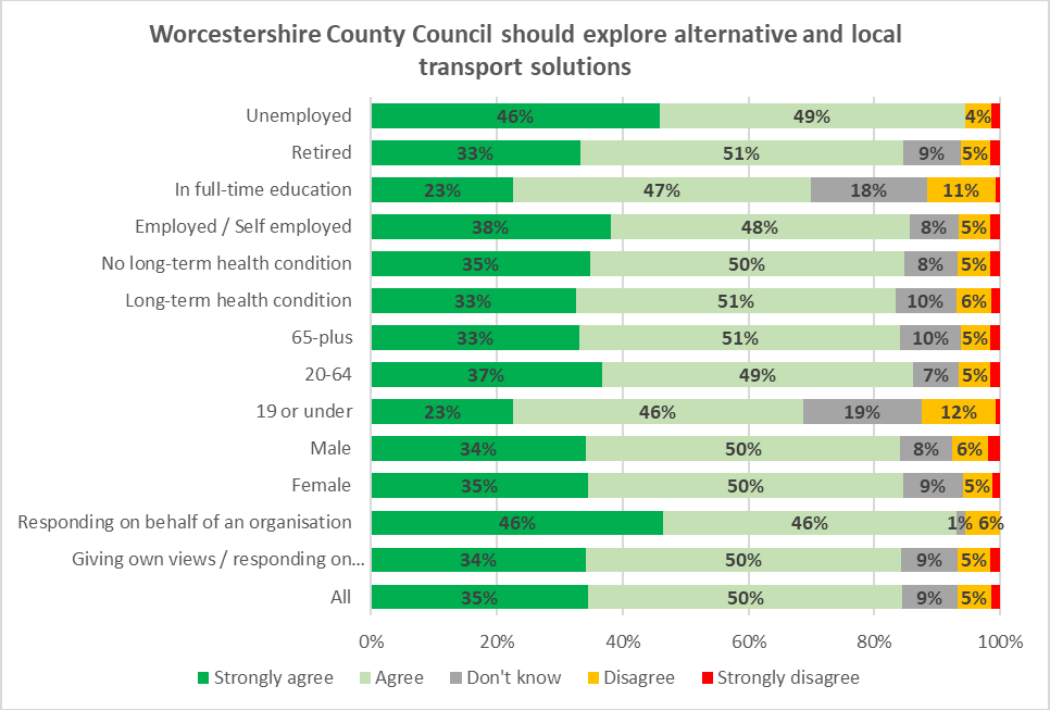


Agreement is fairly consistent across all demographics and areas and shows overall support in embracing modern technology when providing services.

Worcestershire County Council should explore alternative and local transport solutions



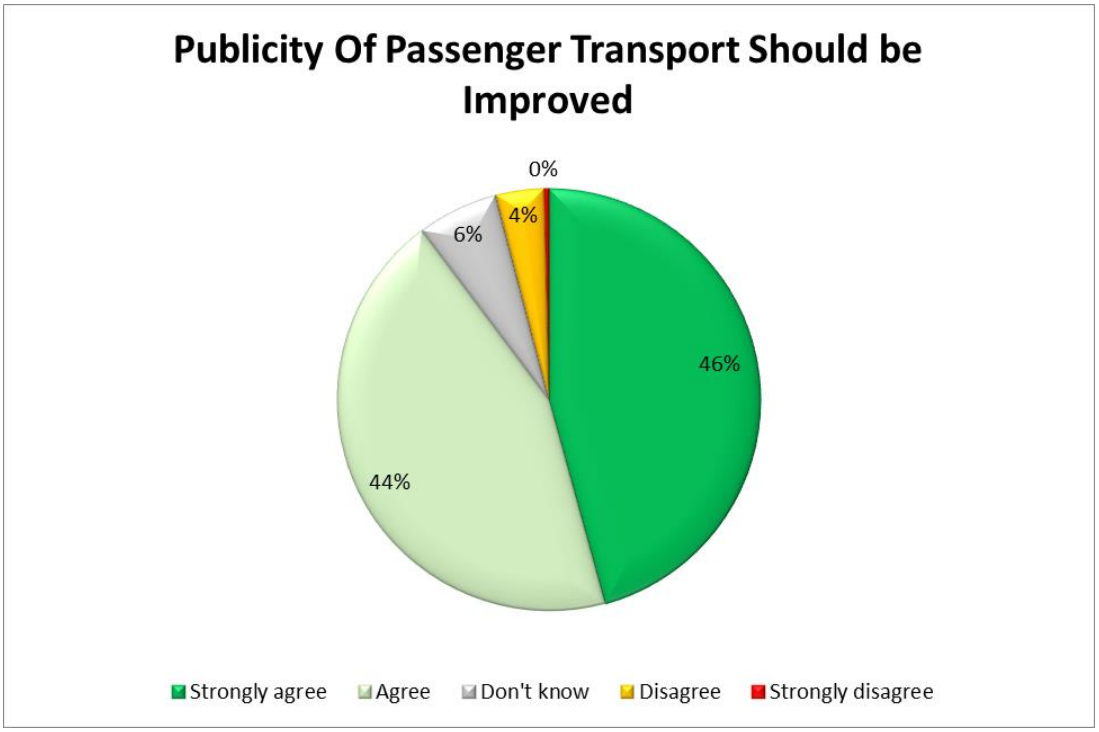
Worcestershire County Council should explore alternative and local transport solutions -stakeholder analysis



Over 80% of respondents "agreed" or "strongly agreed" with the statement "Worcestershire County Council should explore alternative and local transport solutions". 6% were in disagreement with the statement

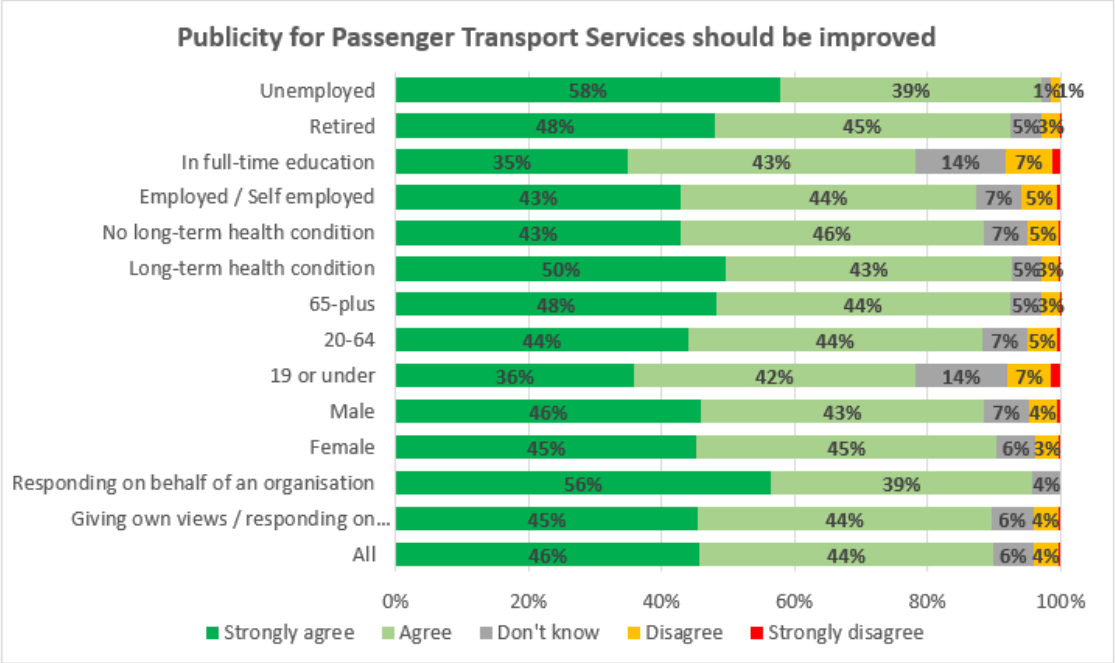
This shows support for the key pillar within the strategy to provide Alternative Provision

Publicity of Transport should be improved



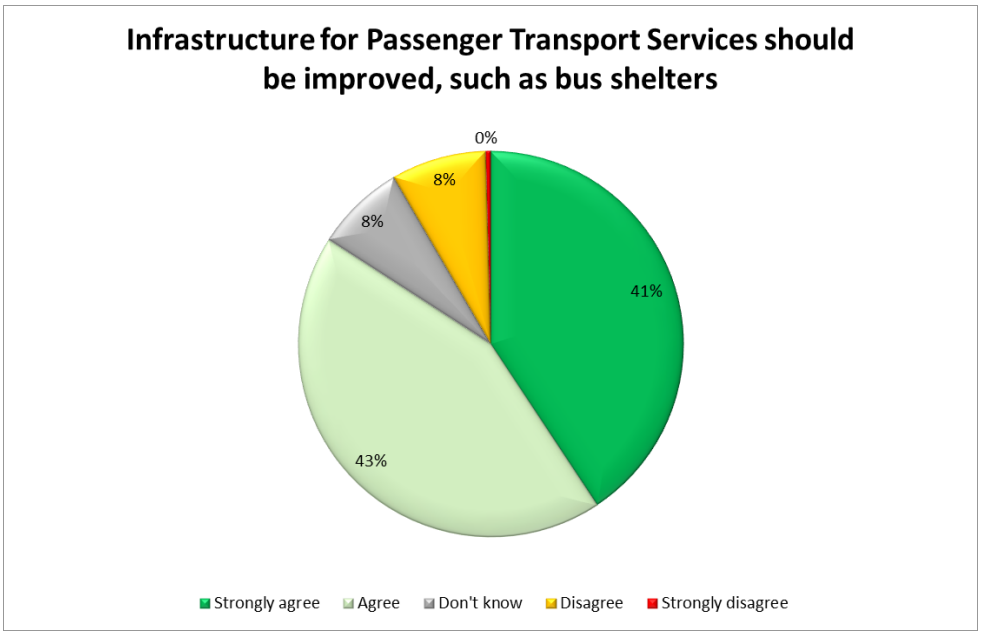
A high proportion of respondents are agreement with the statement "Publicity for Passenger Transport Services should be improved. 90% are in agreement with this, whilst almost a half of respondents "strongly agree". Just 4% of all respondents disagreed.

Publicity of Transport should be improved – stakeholder analysis



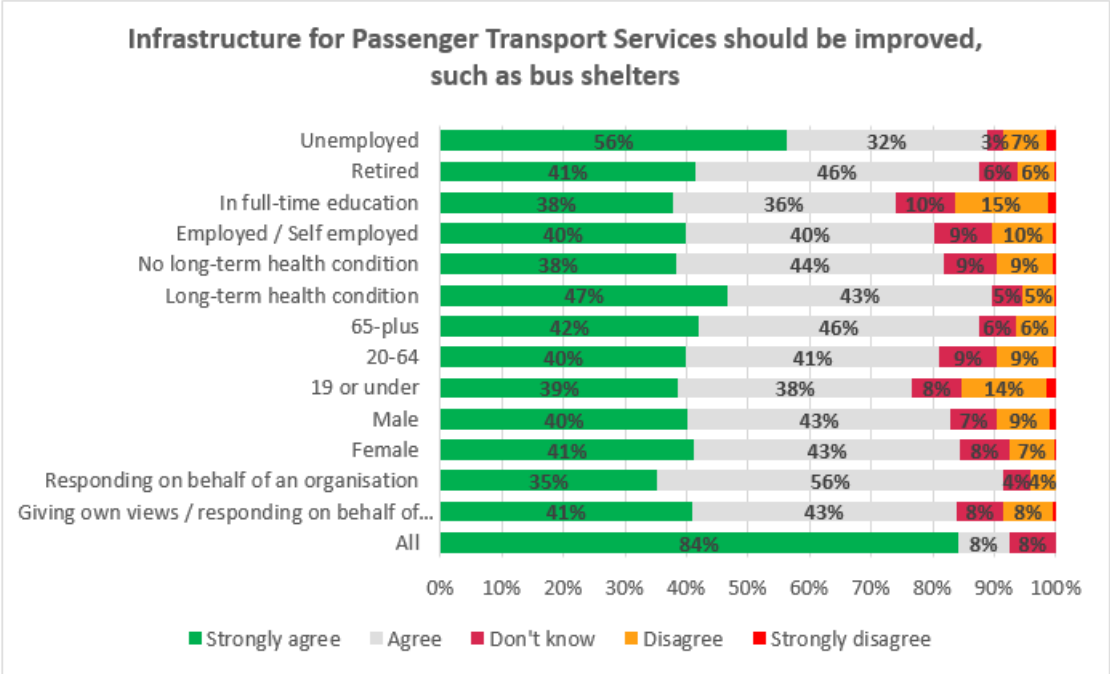
Agreement with the statement is high across all demographics and areas which suggests that publicity and marketing plays an essential role in the Strategy.

Infrastructure for Passenger Transport Services should be improved, such as bus shelters



Over 80% of all respondents "agree" or "strongly agree" with the statement "Infrastructure for Passenger Transport Services should be improved, such as bus shelters". Less than 10% were in disagreement with the statement.

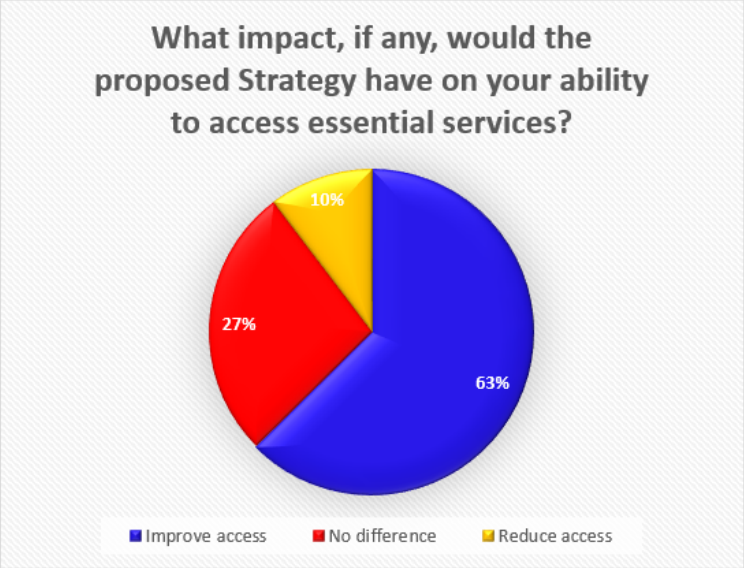
Infrastructure for Passenger Transport Services should be improved, such as bus shelters



Respondents who are 19 or under and those that are in full-time education were slightly more likely to disagree with the statement, with around 15% in each of these categories disagreeing.

Respondents were then asked what impact, if any, would the proposed Strategy have on their ability to access essential services. Results are split by demographics and area.

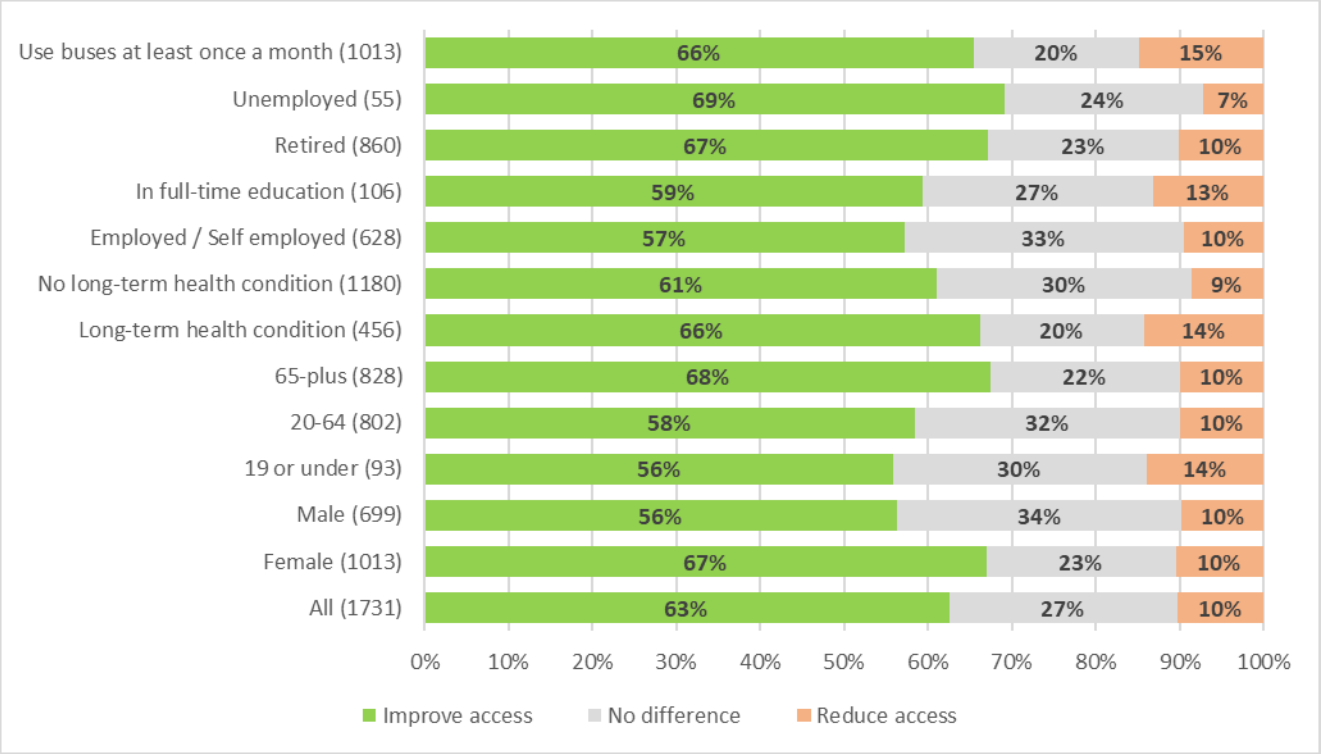
What impact, if any, would the proposed Strategy have on your ability to access essential services



Please note this question was not asked of respondents who were responding on behalf of an organisation. "Don't know" responses have been omitted from the analysis.

- Over 60% of respondents indicated that the proposed Strategy would improve their ability to access essential services. 10% said that the Strategy would reduce their access to essential services.

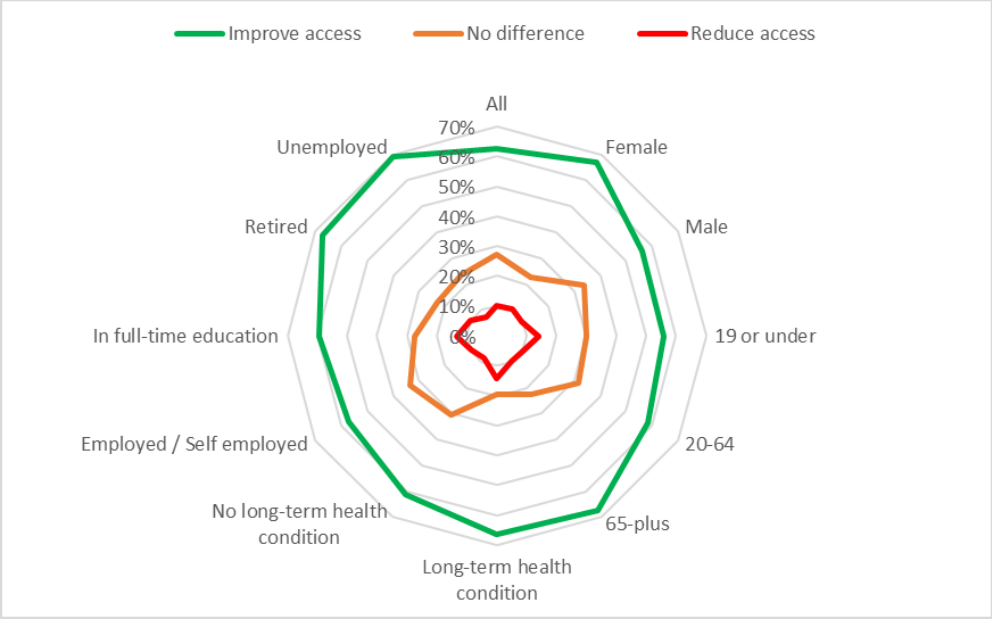
What impact, if any, would the proposed Strategy have on your ability to access essential services – stakeholder analysis



- Males were less likely to feel that the proposals would improve their access to essential services, whilst the 65-plus age group were more likely to feel that the Strategy would improve access.
- Proportions who feel that the proposed Strategy would reduce their access to essential services are relatively high among those respondents who regularly use buses, those who are 19 and under, and those who have a long-term health condition. Around 15% of these respondents felt that their access to essential services would be reduced.

When viewing this as a Radar diagram we can see the views that this strategy will have a positive impact on the majority of stakeholders.

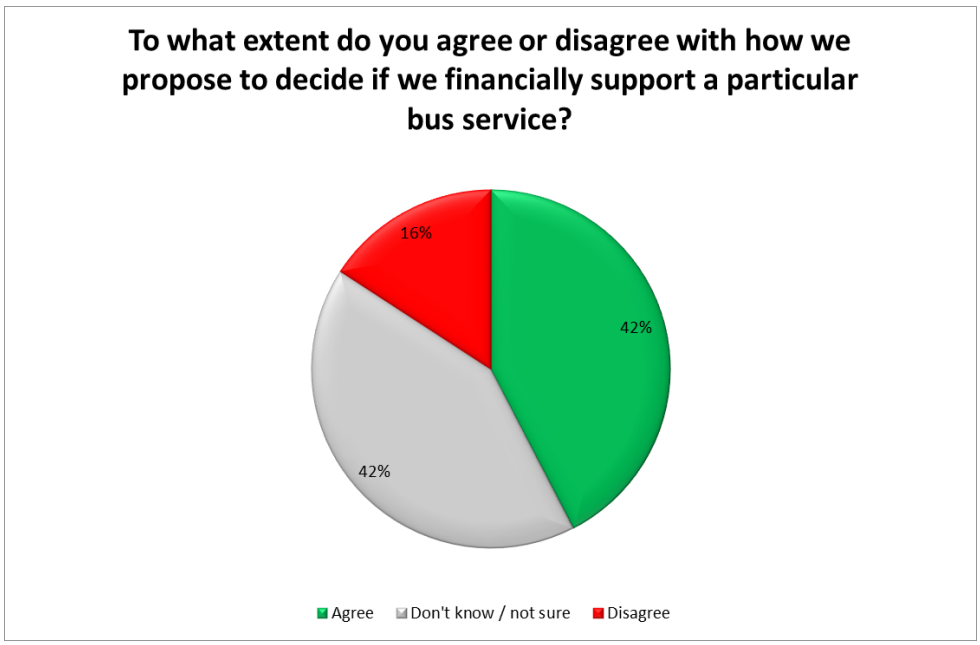
What impact, if any, would the proposed Strategy have on your ability to access essential services – Radar



Although this provides support for elements within the strategy, key elements such as Alternative provision, publicity and technology will play key parts in ensuring those that believe access to be reduced will have the ability to access similar services for key journey purposes as shown in earlier analysis

Respondents were then asked whether they agreed or disagreed with the proposal to decide if a particular bus service is financially supported.

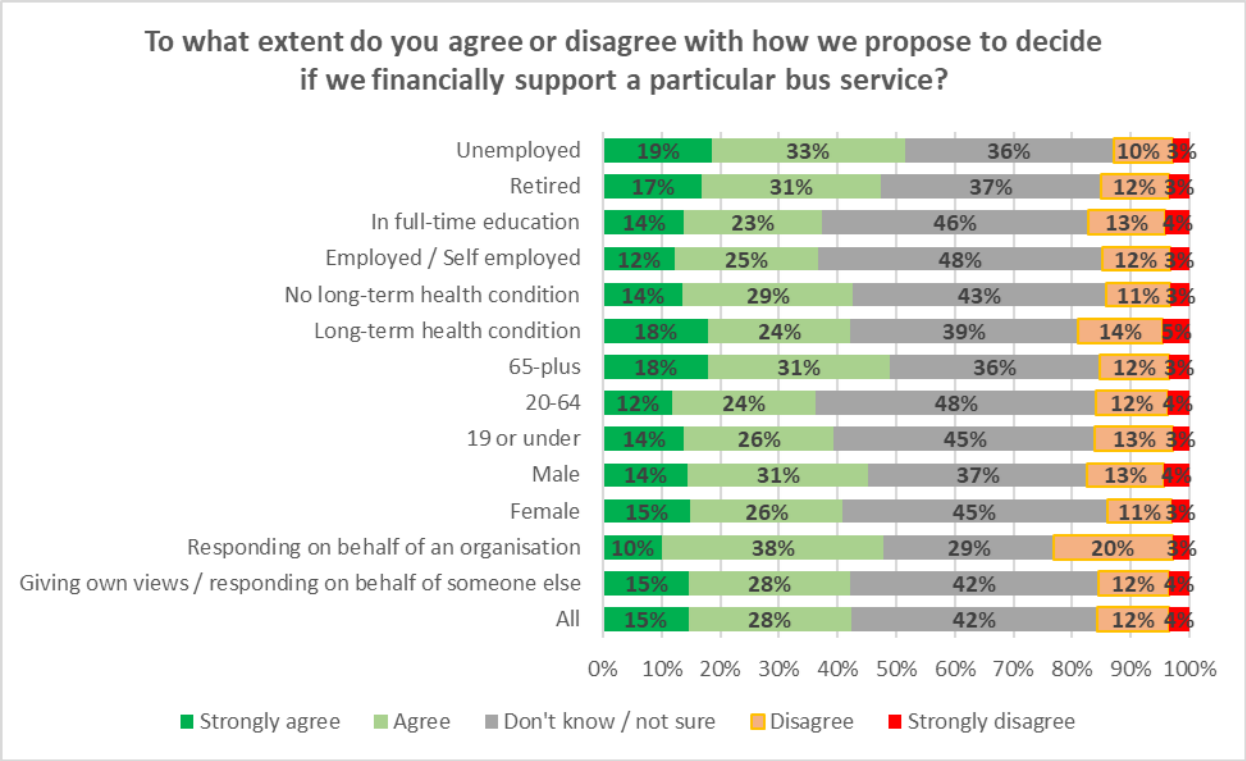
17.2 To what extent do you agree or disagree with how we propose to decide if we financially support a particular bus service



- Over 40% of all respondents were in favour of the proposal of how to decide if a particular bus service is financially supported.
- Over 40% of all respondents were unsure whether they agreed or disagreed with the proposal about how bus services are financially supported.

- Just over a quarter of those disagreed with the proposal on how bus services are financially supported.

To what extent do you agree or disagree with how we propose to decide if we financially support a particular bus service

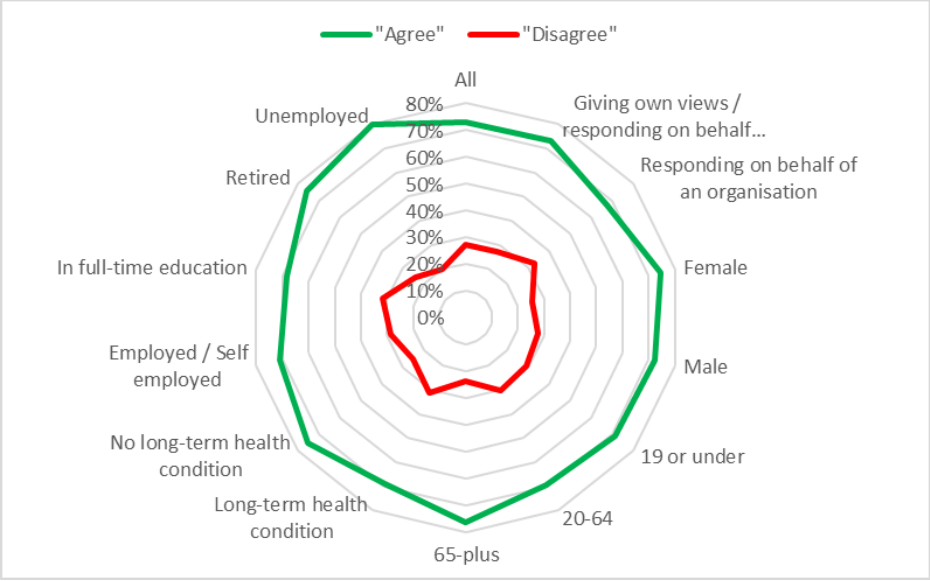


- Almost a quarter of those responding on behalf of an organisation disagreed with the proposal on how bus services are financially supported, higher than the proportion (16%) of other respondents. During the implementation process careful consideration will be taken into whether any changes to bus services will impact these organisations.

It is difficult to make an assumption on whether those that "don't know" do not understand the criteria or do not know the implications it would have for them (especially as not all those that responded may currently be aware of the bus services in this area). For those that may not of understood the criteria more information will be placed in the strategy document to provide some explanation

Taking only positive and negative responses as a whole and viewing as a radar chart as a % does show overall this statement is agreed wit across Stakeholders

17.3 To what extent do you agree or disagree with how we propose to decide if we financially support a particular bus service – Radar Analysis



The methodology to decide what services we support is listed below.

17.4 Methodology for scoring

17.5

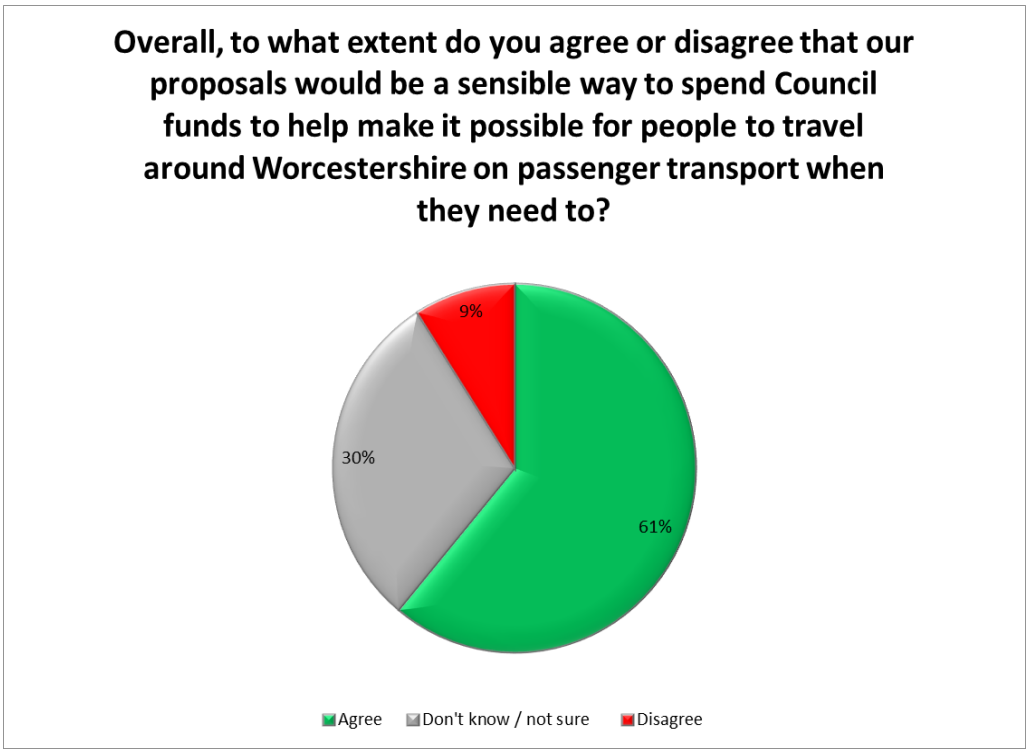
Each contract will be scored on seven categories in order to assess the benefit and value of the services provided. These are:

- **The actual cost per passenger carried;**
- **The average number of passengers on each journey (particular those with protected characteristics, e.g. the elderly);**
- **The deprivation index for the areas served by the service;**
- **The car ownership level of the areas served;**
- **The primary journey purpose; and**
- **The availability of alternative services for the journeys being made.**
- **The number of concessionary journeys**

In terms of primary journey purpose or purposes, services will be ranked following consultation:

- Employment
- Education & Training
- Healthcare
- Shopping

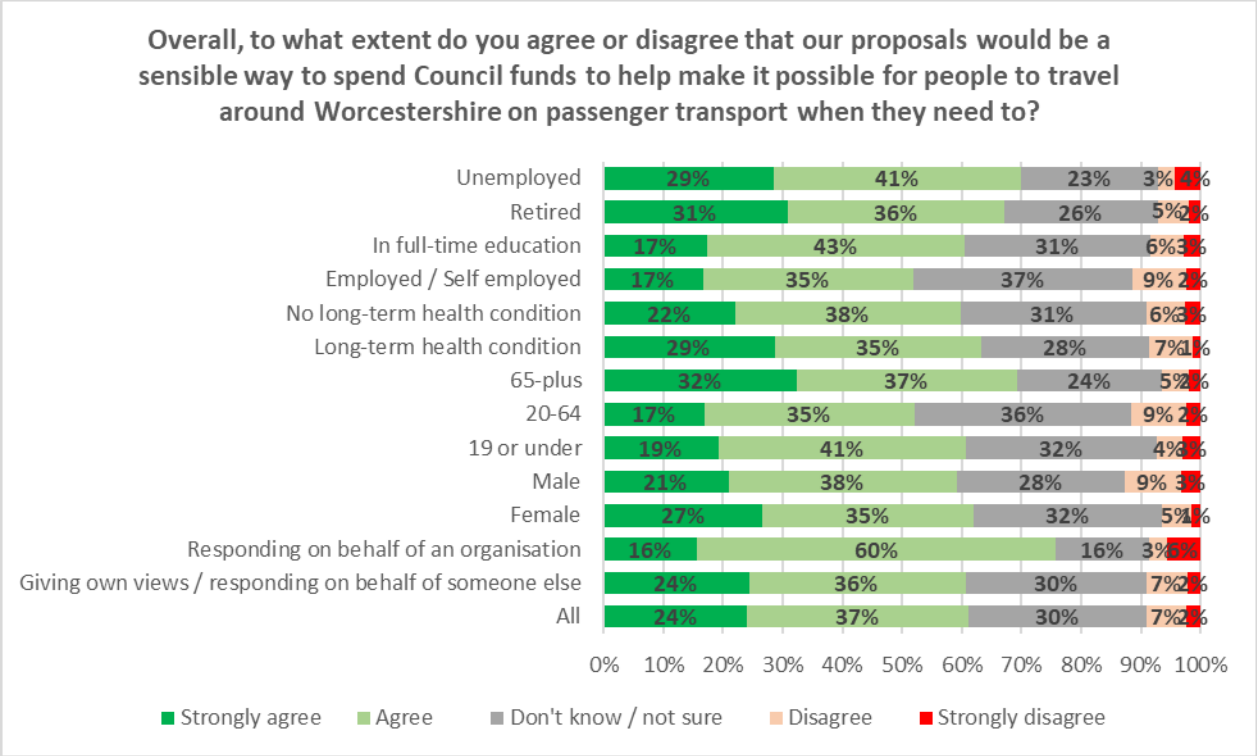
17.6 Overall, to what extent do you agree or disagree that our proposals would be a sensible way to spend Council Funds



- Over 60% of all respondents agreed that the proposals would be a sensible way to spend Council funds to help make it possible for people to travel around Worcestershire on passenger transport when they need to.
- Less than 10% disagreed with the proposals overall.

Finally, respondents were asked to comment on their answer concerning whether the proposals would be a sensible way to spend Council funds to help make it possible for people to travel around Worcestershire on passenger transport when they needed to, and also any other comments on any other elements of the proposed Strategy.

17.7 Overall, to what extent do you agree or disagree that our proposals would be a sensible way to spend Council Funds - Stakeholder Analysis

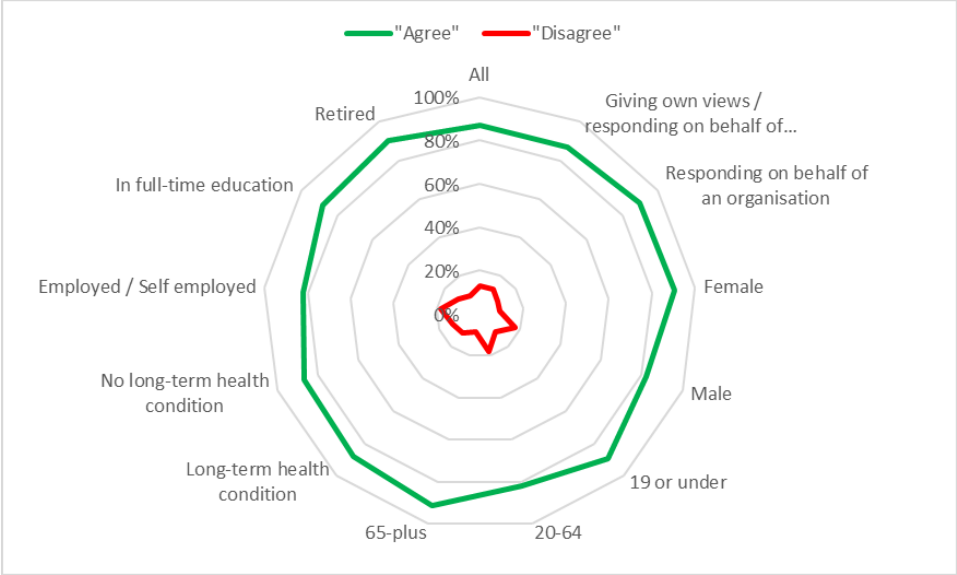


Just over three quarters of those responding on behalf of an organisation agreed with the proposals overall, showing that even though there is some disagreement in some of the methodologies for financially supporting services the proposed Strategy proposals were considered a sensible way of spending council funds.

Proportions in agreement also high among the 65-plus age group (69%), respondents who have retired (67%) and the unemployed (70%)

When considering the positive and negative responses with don't knows removed we can see that agreement is high across all areas:

17.8 Overall, to what extent do you agree or disagree that our proposals would be a sensible way to spend Council Funds - Radar Analysis



A vast range of responses are received for this question, with many comments not fitting into any particular category, reflected in the large number of comments in the "Other" category. However, some common themes have been identified in the responses. These are summarised in the table below.

Free text responses from comments on the proposals and general comments on any elements of the proposed Strategy

Topic	Number of Responses
Other / Suggestions for delivery of Strategy	780
More Services	346
Unreliable Services	325
Welfare & Isolation	286
Environment	274
No Services	263
Cost of Fares	123
Rail Integration	106
Technology	88
School Transport	80
Concessions & Passes	67

Community Transport	44
Infrastructure & Publicity	38

Other / Suggestions for delivery of Strategy

- "I agree that public money needs to be sensibly spent, however public transport should be viewed as a social service"
- "with a rapidly increasing number of retirees, congested roads, expensive parking, public transport needs a major overhaul to make it attractive and viable for all ages"
- "If people don't use the service with a big bus put a smaller one on"

More Services

- If provide people with a bus pass, there should be buses to use them on
- Lack of services for essential journeys – such as Hospital visits
- Services on evenings and weekends to be reinstated

Unreliable services

- "Regular and reliable services would encourage greater use"
- "Buses should be reliable and frequent"
- "Lack of trust in services arriving on time"

Welfare and Isolation

- "Local people should be able to access their local community"
- "Public Transport is a vital lifeline for many residents in the County"
- "Buses are not a luxury, they are an essential service"

The Environment

- "More Public Transport, less cars on the road"
- "More green transport. Electric vehicles disabled accessible and small vehicles for less popular routes"
- "If public transport was more accessible, there would be a number of benefits, reduce traffic, less pollution, sustainability, better health and wellbeing."

No Services

- "Available passenger transport would be a step towards removing cars from the roads and would be helpful for the environment"
- "Would like to be able to travel by public transport, but it is not available to us."
- "Funding to get public transport to start to be used as a main way of travelling is sensible"

Cost of Fares

- "Public transport should be available to all at sensible prices"
- "The costs when it is necessary to buy tickets appears high"
- "Cost is the primary reason for not using public transport. It us cheaper to drive and pay for parking than to use the bus or train. Bus fare for children is far too expensive. It is cheaper for me to drive my children to school than for them to use the bus."

Rail Integration

- "links to the Parkway Station seem to be a recurring theme"
- "Bus links to train stations would encourage us to use both buses & trains much more"
- "The bus service isn't frequent enough and doesn't have enough destinations to towns and train stations"

Technology

- "What we really need is an integrated ticketing system for the whole West Midlands using modern technology e.g Oyster Card"
- "Signs on bus stops showing live when the next bus will arrive are very helpful. I'm put off using trains because the ticketing options are too complicated and occasional overcrowding"

School Transport

- "Must do better around schools with transport arranged to cut down on cars causing problems, ie, parking"
- "Looking into greener alternatives when talking about buses. Car share schemes and school walking buses should be included"
- "Efforts should be made to reduce or eliminate the use of private hire & taxi services through integration with school transport"

Concessions & Passes

- "I agree that being able to but one ticket for your journey which includes buses and trains is a very good idea. This option is available in Australia and works extremely well"
- "Perhaps if we the public can still use our pension bus pass and pay a little towards the fare with the pass"
- I think everyone with a free bus pass should pay £1 per journey

Community Transport

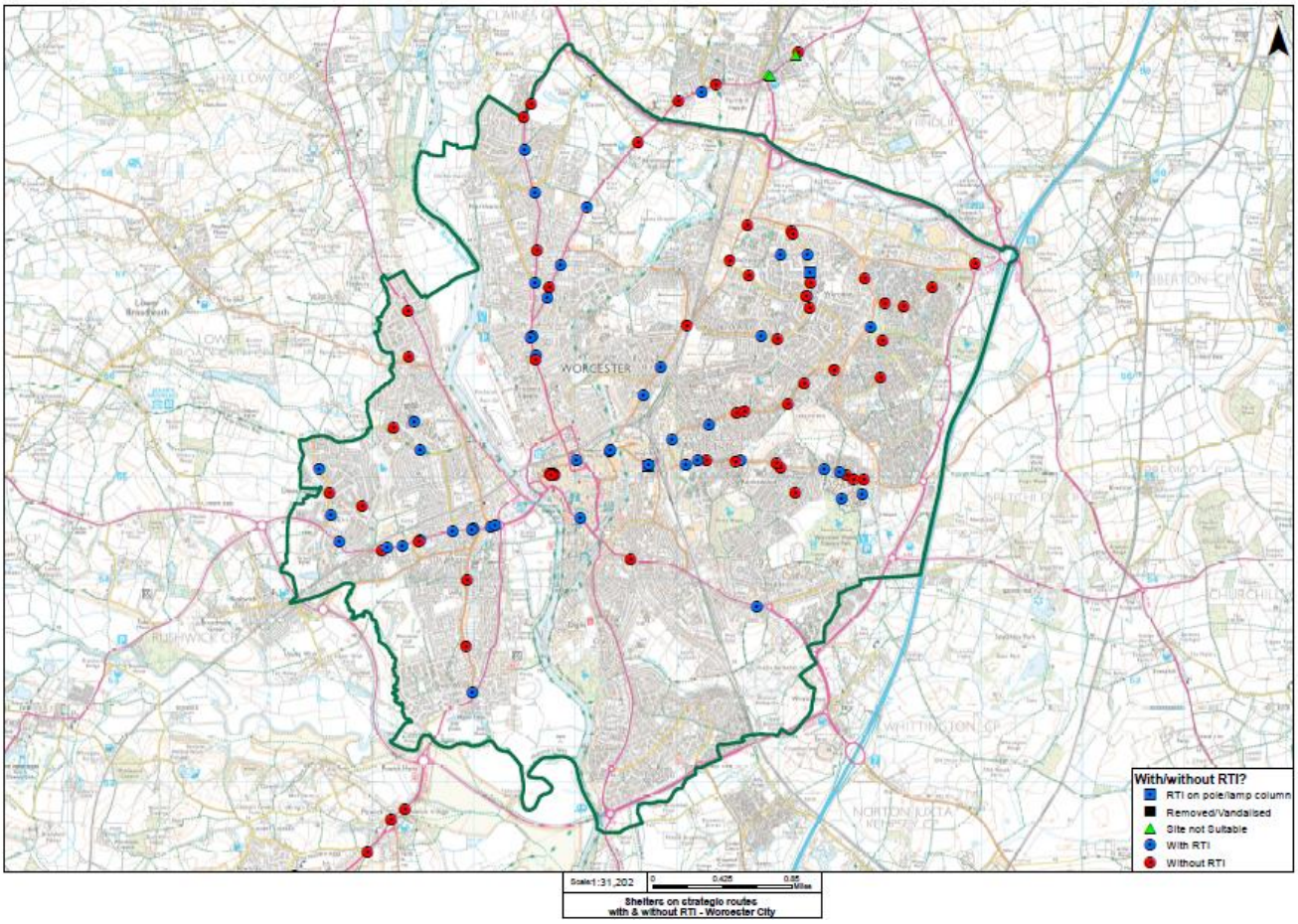
- Taxis and Community transport are too expensive.
- A community transport scheme can play an important role in providing passenger transport services and, as such, local voluntary community transport schemes should be considered to be an integral part of the county councils proposals
- Community transport is currently unreliable and reduces independence

Infrastructure and Publicity

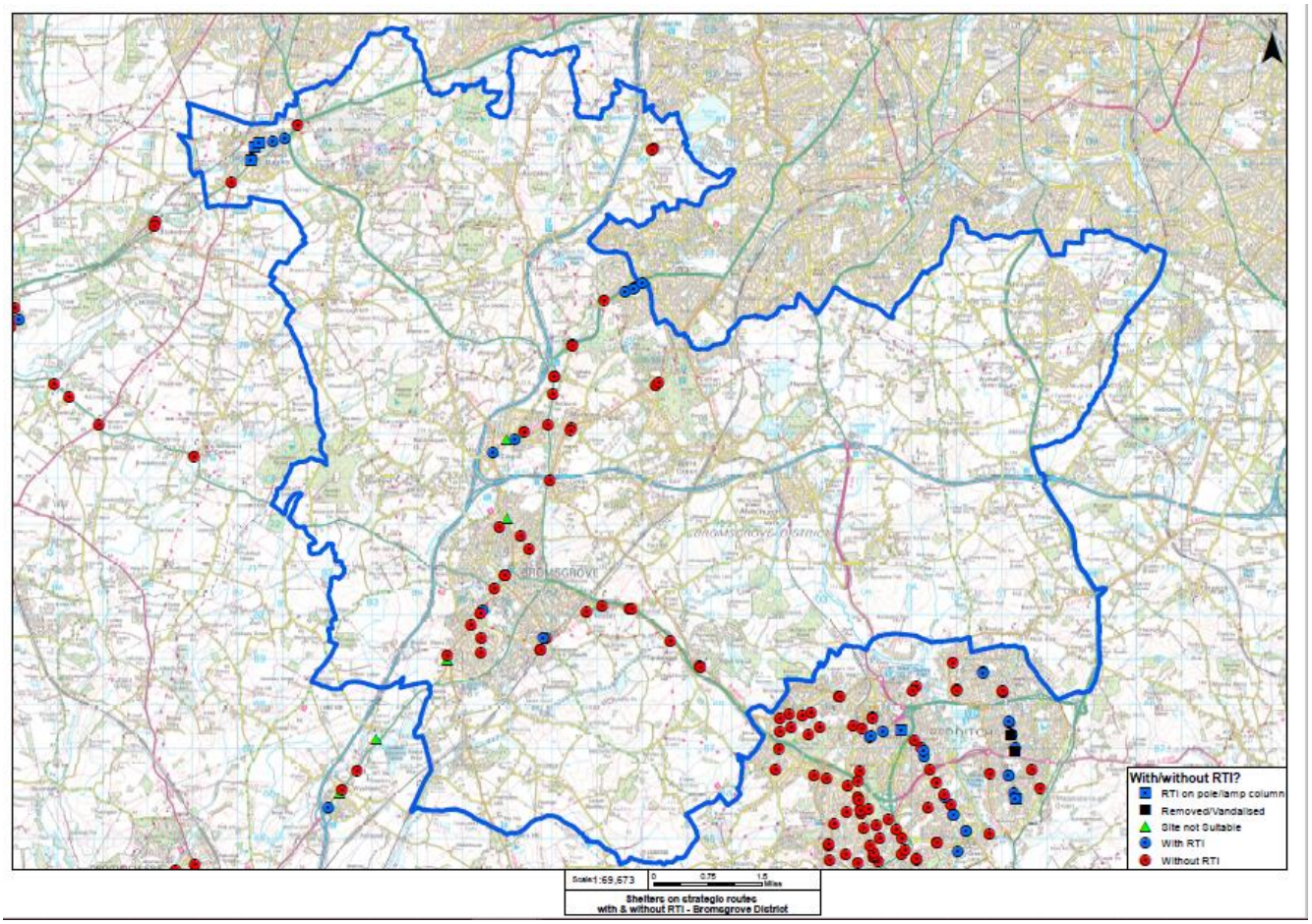
- "Worcestershire County Council should invest more in infrastructure to encourage active travel"
- "It is vital to make public transport more attractive and easier to use so folk leave their cars at home"
- "Publicity should be given to the fact that if a particular service is not more widely used, it will be terminated. Have a promotional drive to encourage public transport"

Appendix D: Infrastructure Locations

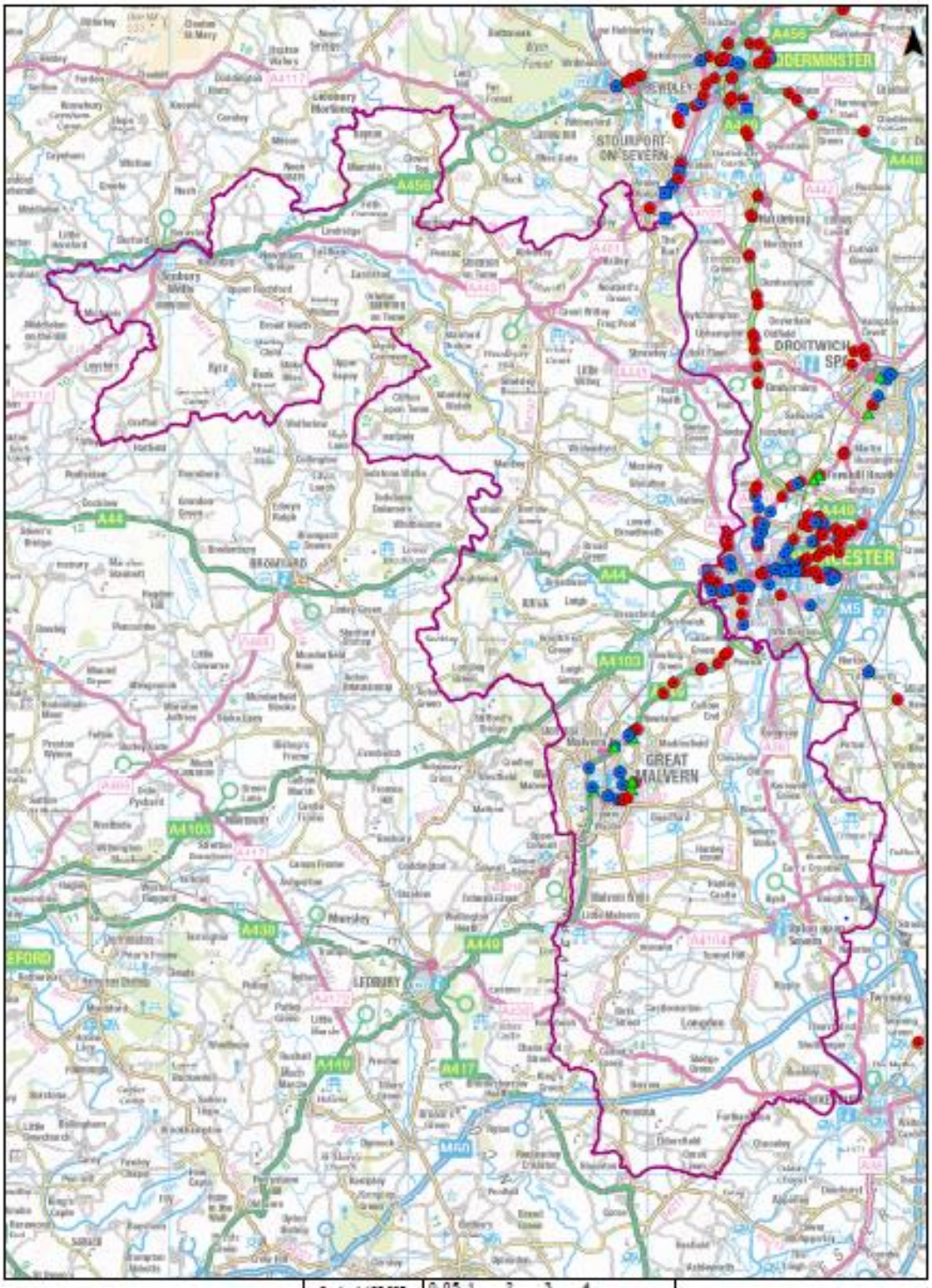
Worcester City



Bromsgrove

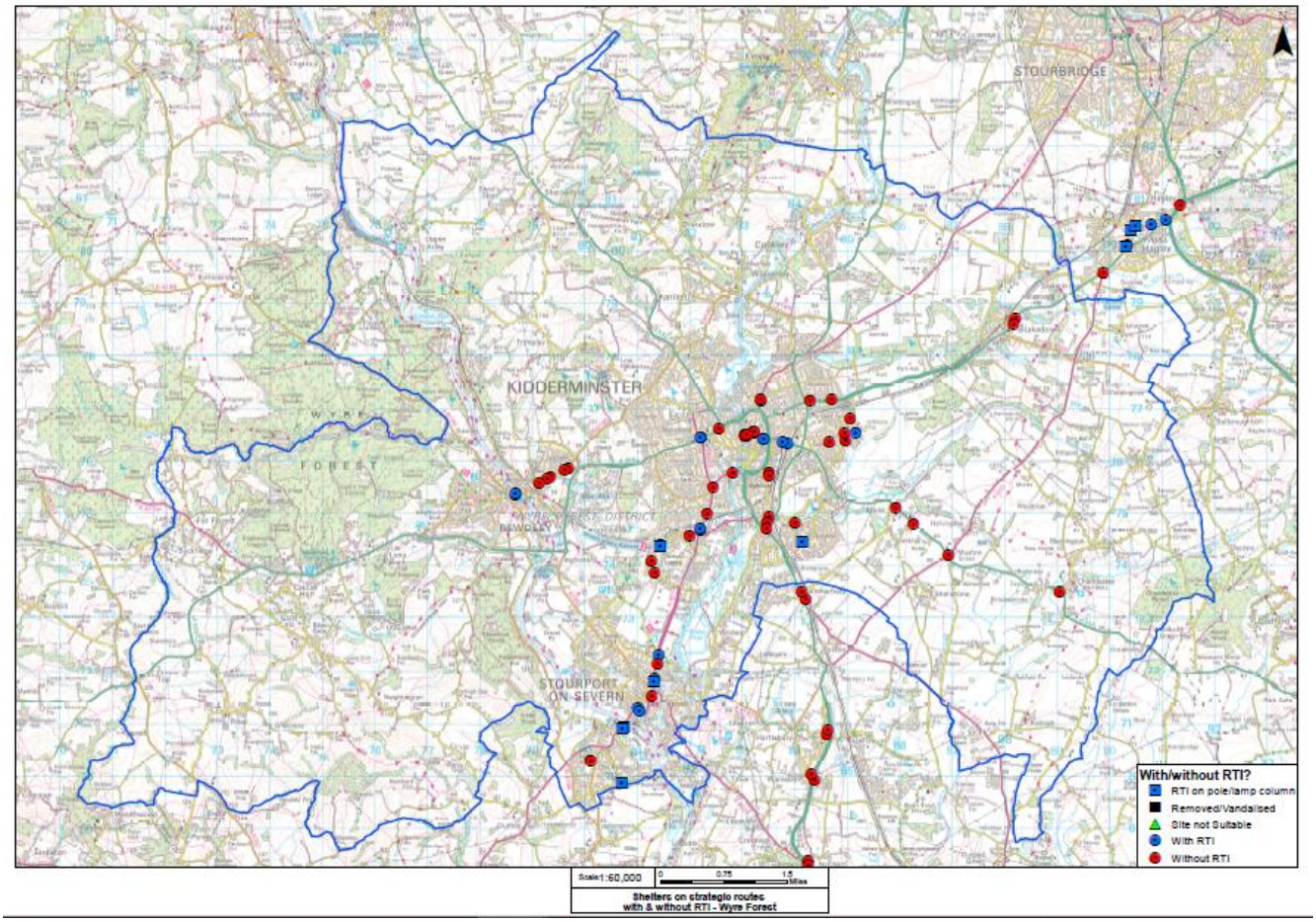

With/without RTI?
RTI on pole/lamp column
Removed/Vandalised
Site not Suitable
With RTI
Without RTI
Scale:1:69,673
0
0.75
1.5
Miles
Shelters on strategic routes
with & without RTI - Bromsgrove District

Malvern Hills

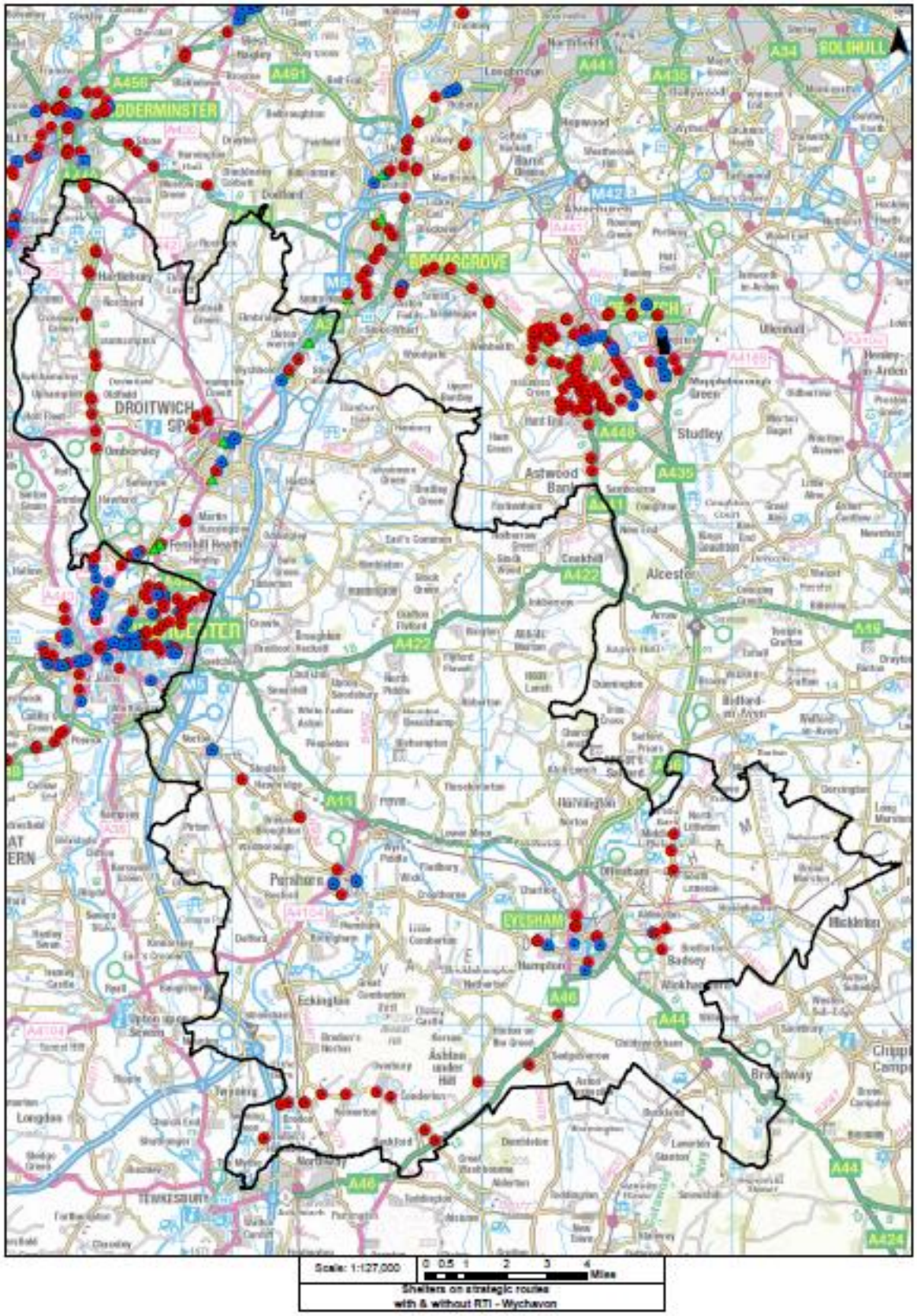


Shelters on strategic routes
with & without RTI - Malvern Hills

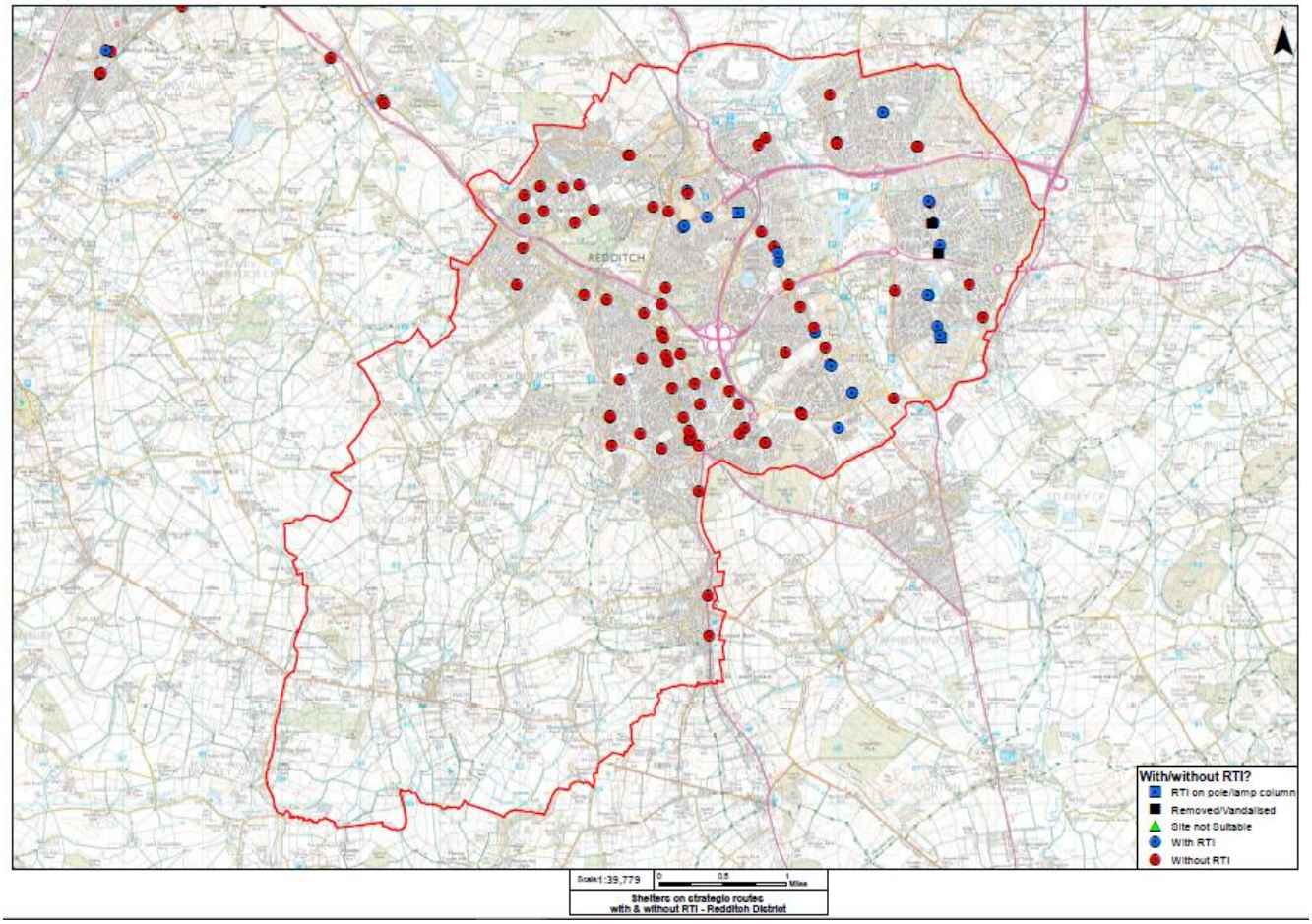
Wyre Forest


STOURBRIDGE
KIDDERMINSTER
WYRE
FOREST
WYRE FOREST DISTRICT
BEWDLEY
STOURPORT
ON SEVERN
With/without RTI?
RTI on pole/lamp column
Removed/Vandalised
Site not Suitable
With RTI
Without RTI
Scale1:60,000
0
0.75
1.5
Miles
Shelters on strategic routes
with & without RTI - Wyre Forest

Wychavon


Scale: 1:127,000
0 0.5 1 2 3 4 Miles
Shelters on strategic routes
with & without RTI - Wychavon

Redditch


REDDITCH
With/without RTI?
RTI on pole/lamp column
Removed/Vandalised
Site not Suitable
With RTI
Without RTI
Scale1:39,779
0
0.5
1
Miles
Shelters on strategic routes
with & without RTI - Redditch District

Appendix E: NHT RESULTS 2020

Number of Indicators Up or Down since last year

Type	Up 4%+	Up 0 to 3%	Down 0 to 3%	Down 4%+
KBI	0	3	1	1
KQI	0	2	0	0
BI	5	18	3	0
QI	0	0	1	0

Number of Indicators Above or Below Average

Type	4%+ Above	Up to 3% Above	Up to 3% Below	4%+ Below
KBI	0	0	1	4
KQI	0	0	0	2
BI	0	3	6	17
QI	0	0	0	1

The tables below list your results for the Public Transport indicators in the NHT Survey.

Reference	Indicator	Result	Trend	NHT Average	Gap	Quartile	Rank	Peer Average	Peer Rank	Region Average	Region Rank
KBI											
KBI06	Local bus services (overall)	48%	2%	60%	-12%	4	107	57%	28	60%	12
KBI07	Local bus services (aspects)	36%	-5%	57%	-21%	4	109	54%	29	55%	12
KBI08	Public transport information	31%	0%	44%	-13%	4	104	38%	26	42%	11
KBI09	Taxi/mini cab services	61%	-1%	66%	-5%	4	100	63%	25	65%	10
KBI10	Community transport	55%	3%	58%	-3%	4	98	57%	23	58%	10
KQI											
KQI03	Responsive transport	50%	3%	55%	-5%	4	105	54%	27	56%	12
KQI05	Public transport information (aspects)	50%	2%	56%	-6%	4	104	54%	27	55%	11
BI											
PTBI01	Frequency of bus services	44%	-1%	60%	-16%	4	108	56%	28	59%	12
PTBI02	Number of bus stops	61%	-2%	70%	-9%	4	106	67%	27	68%	12
PTBI03	The state of bus stops	56%	0%	60%	-4%	4	88	60%	25	59%	9
PTBI04	Whether buses arrive on time	47%	1%	56%	-9%	4	104	58%	29	56%	12
PTBI05	How easy buses are to get on/o	66%	-1%	73%	-7%	4	109	72%	29	71%	12
PTBI06	The local bus service overall	48%	1%	61%	-13%	4	109	60%	29	60%	12
PTBI07	Bus fares	47%	1%	50%	-3%	3	82	51%	26	51%	10
PTBI08	Quality and cleanliness of buses	56%	2%	63%	-7%	4	99	65%	29	59%	10
PTBI09	Helpfulness of drivers	62%	5%	68%	-6%	4	106	70%	29	66%	12
PTBI10	Personal safety on the bus	61%	1%	68%	-7%	4	101	69%	29	63%	8
PTBI11	Personal safety at bus stops	60%	0%	63%	-3%	4	85	66%	29	61%	7
PTBI12	Raised kerbs at bus stops	59%	0%	66%	-7%	4	107	65%	29	63%	11
PTBI13	The amount of information	49%	1%	56%	-7%	4	104	54%	26	55%	10

PTBI14	The clarity of information	52%	3%	58%	-6%	4	102	55%	26	57%	10
PTBI15	The accuracy of information	52%	3%	58%	-6%	4	106	57%	29	58%	12
PTBI16	Ease of finding the right information	48%	0%	55%	-7%	4	102	52%	25	53%	10
PTBI17	Information about accessible buses	47%	5%	53%	-6%	4	102	50%	24	52%	10
PTBI18	Info to help people plan journeys	51%	0%	59%	-8%	4	106	56%	28	57%	12
PTBI19	Reliability of electronic display info	50%	4%	52%	-2%	3	68	52%	15	53%	9
PTBI20	Provision of public transport info	49%	3%	56%	-7%	4	103	53%	26	55%	11
PTBI21	Availability of taxis or minicabs	71%	2%	71%	0%	3	56	68%	4	71%	7
PTBI22	Reliability of taxis or minicabs	69%	0%	70%	-1%	3	71	68%	12	69%	7
PTBI23	Cost (fares) of taxis or minicabs	54%	2%	54%	0%	3	57	52%	8	55%	8
PTBI24	Availability of community transport	55%	3%	56%	-1%	3	60	55%	11	55%	6
PTBI25	Community transport fares	56%	4%	56%	0%	2	48	56%	12	56%	7
PTBI26	Reliability of community transport	57%	4%	58%	-1%	3	61	57%	13	57%	8
QI											
PTQI08	Provision of bus stops	83%	-2%	87%	-4%	4	101	86%	26	86%	8

Notes

Result, your satisfaction score expressed in percentage terms, **Quartile** in which your score falls, **Trend**, the percentage change in your score compared with your score last year and **Gap**, thepercentage difference between your score and the NHT Average score.

The **Trend** and **Gap** results are presented using traffic light colouring as follows: **Blue** = 4% or more up or above average; **Green** = up to 3% up or above average; **Amber** = Up to 3% down orbelow average and **Red** = 4% or more down or below average.

Appendix F: Bus Service Improvement Plan PRIORITIES COMPARISON DATA

		Network Prioritisation - Levelling Up							Improving the image of bus travel						Alternative Service Provision		Bus Infrastructure			Modal Integration		Technology and Innovation					Fares and Ticketing			
		Increase frequency of services on Worcestershire Strategic network	Increase service level patterns to meet the needs of residents	Bus Priority - Address operator congestion and pinch points that are impacting services	Bus Priority - Accelerate the delivery of Measures in Worcestershire	Bus Priority - Introduction of additional bus clearways and look to make these enforceable	Bus Priority – Mitigate the impact of Roadworks	Consider Education and Social Care Provision as part of the Worcestershire core network offer	To develop a clearly defined and understood "brand" for the Worcestershire passenger transport network, used consistently across the network	Continue to enhance the way Information is provided on Worcestershire's digital estate	Ensure that information on the Worcestershire Transport network is accessible for all users	Develop a passenger charter allowing users and non-users to engage with the authority including how Information will be presented and accessed	Co-ordinate and limit to a minimum the number of timetable changes for passenger bus services	Provide a safe and secure environment to Travel	Provide alternative forms of transport where normal modes are not cost effective	Improve integration of Service provision into the Worcestershire Network	Progress to a consistent, uniform, accessible and quality provision of infrastructure that facilitates passenger transport use both on and off bus	Deliver next generation mobility hubs to integrate Alterative Service provision and Active Travel with Local Bus Services	Consider income generation opportunities (ring-fenced back to Local Bus Network)	Focus on providing an integrated Passenger Transport network	Build on previous experiences and refresh Choose How You Move (CHYM) as a mechanism for promoting Modal Integration	Expand Worcestershire Real Time Information System (RTIS)	Consider Net Zero objectives when considering infrastructure	Deliver Ultra-Low and Zero Emission Buses within the County	Deliver next generation accessible information on and off-bus	Improve and develop mechanisms for improving data that can be presented in relation to the network	Review current Worcestershire Fare structures and consider simpler and lower fare structures	Review current multi-operator tickets and evaluate smart and Innovative ticketing products to meet evolving passenger requirements	Develop mechanisims for capping using tap on/ tap off technologies	Review current school ticketing offers.
Worcestershire Passenger transport Strategy Aims	Network Commercialisation	■	■	■	■	■	■							■			■	■	■	■		■					■	■	■	■
	Access to Services	■	■											■	■	■	■	■		■	■	■	■		■		■	■	■	■
	Attractiveness and Affordability	■	■		■	■	■		■		■	■		■	■	■	■	■		■	■	■	■	■	■		■	■	■	■
	Quality of Service	■	■		■	■	■		■		■	■		■	■	■	■	■	■	■	■	■	■	■	■		■	■	■	■
	Publicity and Information								■		■	■					■	■	■	■	■	■	■		■					
Bus Service Improvement Plan Priorities	Intensive services and investment on key corridors, with routes that are easier to understand	■	■	■	■	■	■		■		■	■		■			■	■	■	■		■	■	■	■					
	There must be significant increases in bus priority			■	■	■	■															■								
	Fares must be lower and simpler																										■	■	■	■
	There must be seamless, integrated local ticketing between operators, and this should be across all types of transport																										■	■	■	■
	Service patterns must be integrated with other modes		■												■	■		■		■	■									
	The local bus network is presented as a single system that works together, with clear passenger information		■						■		■	■			■	■	■	■	■	■	■	■	■		■					
	Modern buses and decarbonization																							■	■					
	Give bus passengers more of a voice and a say											■																		
	More demand responsive services and 'socially necessary' transport		■												■	■														
	Longer term transformation of networks through BRT and other measures	■		■	■	■	■												■											

Appendix G: Worcestershire Bus Service Improvement Plan Targets

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	BSIP Target Description	Contibutes to Headline Targets: Jouney Time	Reliability	Passenger Growth	Customer Satisfaction
Headline Targets	HT	Journey Time	JT	JT1	Improve journey times on Strategic, Subsidiary and DRT services.	■			
				JT2	Improve journey times when compared to Car Travel.	■			
				JT3	Introduce a live "barometer" of Journey times to monitor network performance.	■			
				JT4	Monitor public perception of Local Bus provision when compared to current methods of travel	■			
		Reliability	RT	RT1	% of services on time on Strategic Corridors Timing Points		■		
				RT2	% of services on time on Strategic Corridors Timing Points		■		
				RT3	DRT – consider which measures we could use.		■		
				RT4	Monitor public perception of reliability of services		■		
		Passenger Growth	PG	PG1	Build patronage levels to pre-covid levels by the end of 2022-23			■	
				PG2	Increase patronage by 10% on 2018-19 baseline figures by 2023-2024			■	
				PG3	Increase patronage by 25% on 2018-19 baseline figures by 2030			■	
				CS1	Overall customer satisfaction levels to be above the average of all authorities by 2023-2024				■
				CS2	Live monitoring of satisfaction across all strategic services by 2022-2023				■
				CS3	Creation of a passenger charter by the end of 2022				■
Network Prioritisation	NP	Increase frequency of services on Worcestershire Strategic network	NPF	NPS1	Increase frequency on Worcestershire Strategic Network corridors				
				NPS2	Increase miles of Commercially run services				
				PG	Increase patronage on Worcestershire network			■	
				CS	Improve customer perception/ satisfaction in Worcestershire Core Network				■
		Increase service level patterns to meet the needs of residents	NPS	NPS1	Improve access to bus services				
				NPS2	Increase Worcestershire network mileage.				
				PG	Increase patronage on Worcestershire network			■	
				CS	Improve customer perception/ satisfaction in Worcestershire Core Network				■
		Bus Priority - Address operator congestion and pinch points that are impacting services	NPC	NPC1	Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of BSIP				
				NPC2	Resolve issues in identified operator congestion spots				
				JT	Improve journey time on impacted routes	■			
				RT	Improve reliability of services on impacted routes		■		
				CS	Improve public perception of congestion				■
		Bus Priority - Accelerate the delivery of Measures in Worcestershire	NPD	NPC1	Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of BSIP				
				NPC2	Increase number of bus priority measures in operation (Physical/ Virtual)				
				NPD1	Reduction in TSP requests at Junctions				
				JT	Improve journey time on impacted routes	■			
				RT	Improve reliability of services on impacted routes		■		
				CS	Improve public perception of congestion				■
		Bus Priority - Introduction of additional bus clearways and look to make these enforceable	NPE	NPC1	Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of BSIP				
				NPC2	Increase number of bus priority measures in operation (Physical/ Virtual)				
				JT	Improve journey time on impacted routes	■			
				RT	Improve reliability of services on impacted routes		■		
				CS	Improve public perception of congestion				■
		Bus Priority – Mitigate the impact of Roadworks	NPR	NPC1	Creation of a feasibility study on Congestion, Bus Priority and consider a Punctuality Improvement Plan for next iteration of BSIP				
				NPR1	Improve number of planned roadworks notified to bus operators (%)				
				NPR2	Improve number of emergency roadworks notified to bus operators (%)				
				JT	Improvement in journey time on impacted route	■			
				RT	Improvement in reliability of services on impacted routes		■		
				CS	Improvement in public perception of roadworks				■
		Consider Education and Social Care Provision as part of the Worcestershire core network offer	NPN	NPN1	Increase the number of schools served by the Strategic Network				
				NPN2	Increase in the number of school Trips on the Worcestershire Network				
				NPN3	Increase in the number of socially necessary trips on the Worcestershire Network.				
				PG	Increase patronage on Worcestershire Network (PG)			■	
Improving the image of bus travel in Worcestershire	TIB	To develop a clearly defined and understood "brand" for the Worcestershire	TIB	TIB1	Creation of Worcestershire Network Brand				
				TIB2	Increase number of locations Worcestershire Brand Appears				
				TIB2	Ensure branded publicity is accurate and is up to date				
				PG	Increase patronage due to marketing activities			■	
				CS	Improve public perception of Worcestershire Brand/ Network				■
		Continue to enhance the way Information is provided on Worcestershire's digital estate	TID	TID1	Develop information content and management across platforms				
				TID2	Increase number of 10" interactive screens on corridors				
				TID3	Increase number of Information Points in the County				
				CS	Improvement in public perception of Infrastructure and information				■
		Ensure that information on the Worcestershire	TIS	TIS1	Ensure travel Information that is SCULPT compliant (%)				
				PG	Increase patronage due to marketing activities			■	
				CS	Improve public perception of Worcestershire Brand/ Network				■
		Develop a passenger charter allowing users and non-users to engage	TIP	TIP1	Creation of Worcestershire Bus Passenger Charter				
				TIP2	Improve number of positive responses compared to Complaints (%s)				
				CS	Improve public perception of Worcestershire Brand/ Network				■
		Co-ordinate and limit to a minimum the number of timetable changes	TIC	TIC1	Creation of Worcestershire Bus Passenger Charter				
				TIC2	Number of Timetable change dates per year				
				CS	Improvement in public perception of Worcestershire Brand/ Network				■
		Provide a safe and secure environment to Travel	TIE	TIE1	Increase the number of Worcestershire Shelters with lighting				
				TIE2	Increase the number of Worcestershire shelters with CCTV				
				CS	Improve public perception of safe and secure environment for using public transport				■
				PG	Increase patronage on services			■	
Alterative Service Provision	AP	Provide alternative forms of transport where normal modes are not cost effective	APA	APA1	Increase number of DRT Schemes operating in Worcestershire				
				APA2	Increase the number of DRT trips by scheme				
				APA3	Improve access to services throughout the county				
				CS	Improve in public perception of bus travel				■
				PG	Increase in patronage on Worcestershire Network			■	
		Improve integration of alternative Service provision into the Worcestershire Network	API	API1	Increase number of locations Alterative service provision integrates with Strategic Network				
				API2	Increase number of locations Alternative service provision integrates with Active Travel Corridors				
				CS	Improve in public perception of Alternative Service Provision				■
				PG	Increase in patronage on Worcestershire Network			■	

Core Principle	Principle Ref	Area	Overarching Target Area	Ref	BSIP Target Description	Contibutes to Headline Targets: Jouney Time	Reliability	Passenger Growth	Customer Satisfaction
Bus Infrastructure	BI	Progress to a consistent, uniform, accessible and quality provision of	BIC	BIC1	Increase number of Worcestershire County Council Owned Shelters (by standard)				
				CS	Improve public perception of bus infrastructure				■
				PG	Increase patronage on Worcestershire Network			■	
		Deliver next generation mobility hubs to integrate Alterative Service	BIM	BIM3	Increase Number of Smart Shelters/ Mobility Hubs in Worcestershire				
				CS	Improve public perception of bus infrastructure				■
				PG	Increase patronage on Worcestershire network			■	
		Consider income generation opportunities (ring-	BIL	BIL1	Increase income generated from Infrastructure				
				CS	Improve public perception of bus infrastructure				■
				PG	Increase in patronage on Worcestershire Network			■	
Modal Integration	MI	Focus on providing an integrated Passenger Transport network	MIT	MIT1	Increase number of services that integrate with Rail locations				
				MIT2	Increase number of services that integrate with Active Corridor locations				
				MIT3	Increase number of DRT services that integrate with Strategic Corridors				
				CS	Improve public perception of bus infrastructure				■
				PG	Increase patronage on Worcestershire Network			■	
			MIC	MIC	Build on previous experiences and refresh Choose How You Move (CHYM) as a mechanism for promoting Modal Integration				
		Build on previous experiences and refresh Choose How You Move (CHYM)		MIC1	Creation of Worcestershire Network Brand				
				MIC2	Increase number of locations Worcestershire Brand Appears				
				CS	Improve public perception of bus infrastructure				
				PG	Increase patronage on Worcestershire Network				
Technology and Innovation	TE	Expand Worcestershire Real Time Information System	TER	TER1	Increase in number of devices installed providing Real Time Information				
				TER2	Improve average % of journeys being tracked				
				JT	Improve journey time on impacted routes	■			
				RT	Improve reliability of services on impacted routes		■		
				CS	Improve in public perception of bus travel in Worcestershire				■
		Consider Net Zero objectives when considering infrastructure	TEZ	TEZ1	Increase number of installed Net Zero RTI displays				
				TEZ2	Monitor carbon Tonnes saved through installations				
				TEZ3	Monitor cost savings/ avoidance through installations				
				JT	Improve journey time on impacted routes	■			
				RT	Improve reliability of services on impacted routes		■		
				CS	Improve in public perception of bus travel in Worcestershire				■
		Deliver Ultra-Low and Zero Emission Buses within the County	ZEB	N/A	Main Targets will be in line with ZEBRA fund monitoring areas				
				ZEB1	Increase number of Ultra Low (Euro VI compliant) Vehicles operated in Worcestershire				
				ZEB2	Increase number of ZEB (Zero Emission Buses) operated in Worcestershire				
				ZEB3	All vehicles in Worcestershire Ultra Low by 2025				
		Deliver next generation accessible information on and off-bus	TEA	TEA1	Increase number of vehicles with next-stop announcements				
				TEA2	Increase number of stops with ability to provide audio announcements				
				TEA3	Increase number of QR codes scanned (by location)				
				TEA4	Increase number of Digital Assistants deployed				
				CS	Improve public perception of Infrastructure and overall bus Travel				■
		Improve and develop mechanisms for improving information that	TED	TED1	Increase number of Passenger Counter installed on vehicles (needs to be costed)				
				TED2	Increase number of Pollution sensors deployed				
				TED3	Increase number of corridor analytical cameras deployed				
				CS	Improve public perception of Worcestershire network				■
Fares and Ticketing	FT	Review current Worcestershire Fare structures and consider simpler and lower fare	FTF	FTF1	Deliver a feasibility study to analyse fare structures within the County				
				FTF2	Reduce average fare prices across the network				
				CS	Improve public perception of Infrastructure and overall bus Travel				■
		Review current multi-operator tickets and evaluate smart and Innovative ticketing products to meet evolving passenger requirements	FTM	FTM1	Deliver a feasibility study to analyse current multi-operator ticketing within the Countydeliver a feasibility study to analyse current multi-operator ticketing within the County				
				FTF2	Increase the use of Connecta within Worcestershire				
				CS	Improve public perception of Infrastructure and overall bus Travel				■
				FTO	Develop mechanisms for capping using tap on/ tap off technologies				
		Develop mechanisms for capping using tap on/ tap off	FTO	FTO1	FTO1 – Introduction of Tap On/ Tap Off Technology in Worcestershire				
				FTO2	FTO2 – Number of times Tap On/ Tap off used by service				
				CS	Increase in public perception of Fares and Ticketing (CS)				■
		Review current school ticketing offers	FTV	FTV1	Increase number of Students using local bus services (Service/ Corridor)				
				CS	Improve public perception of cost of travel				■
				PG	Increase patronage on Worcestershire network			■	